# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 14, 1978

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | LAVERNE AND SHIRLEY | 27.9 | 20,340 |
| 1 | THREE'S COMPANY | 27.9 | 20,340 |
| 3 | ONE DAY AT A TIME# | 25.6 | 18,660 |
| 4 | HAPPY DAYS | 24.8 | 18,080 |
| 5 | M*A*S*H | 24.4 | 17,790 |
| 6 | ALL-STAR FAMILY FEUD SPEC(S) | 24.2 | 17,640 |
| 7 | BIG EVENT | 23.9 | 17,420 |
| 8 | CHARLIE'S ANGELS | 22.4 | 16,330 |
| 9 | NBC MONDAY NIGHT MOVIES | 21.9 | 15,970 |
| 10 | LOVE BOAT | 21.5 | 15,670 |
| 11 | PHENOMENON OF BENJI(S) | 21.3 | 15,530 |
| 12 | CARTER COUNTRY | 21.2 | 15,450 |
| 13 | FANTASY ISLAND# | 21.0 | 15,310 |
| 14 | ELVIS IN CONCERT(S) | 20.9 | 15,240 |
| 15 | BIG EVENT-TUE. | 20.7 | 15,090 |
| 16 | 60 MINUTES | 20.6 | 15,020 |
| 17 | STARSKY AND HUTCH | 20.4 | 14,870 |
| 18 | BATTLE-NETWORK STARS(S) | 19.9 | 14,510 |
| 19 | ALICE | 19.8 | 14,430 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | THREE'S COMPANY | 21.0 | 42,910 |
| 2 | LAVERNE AND SHIRLEY | 20.8 | 42,530 |
| 3 | HAPPY DAYS | 18.0 | 36,770 |
| 4 | ALL-STAR FAMILY FEUD SPEC(S) | 18.0 | 36,680 |
| 5 | ONE DAY AT A TIME# | 16.5 | 33,660 |
| 6 | M*A*S*H | 16.5 | 33,640 |
| 7 | ELVIS IN CONCERT(S) | 16.3 | 33,260 |
| 8 | BIG EVENT | 15.9 | 32,510 |
| 9 | LOVE BOAT | 15.9 | 32,430 |
| 10 | BATTLE-NETWORK STARS(S) | 15.6 | 31,860 |
| 11 | CHARLIE'S ANGELS | 15.6 | 31,760 |
| 12 | PHENOMENON OF BENJI(S) | 15.5 | 31,710 |
| 13 | INCREDIBLE HULK | 15.4 | 31,330 |
| 14 | CARTER COUNTRY | 15.1 | 30,760 |
| 15 | PROJECT U.F.O.# | 14.5 | 29,570 |
| 16 | FANTASY ISLAND# | 14.3 | 29,260 |
| 17 | STARSKY AND HUTCH | 13.8 | 28,180 |
| 18 | ALICE | 13.6 | 27,770 |
| 19 | JOE & VALERIE(S) | 13.6 | 27,750 |
| 20 | ALL IN THE FAMILY | 13.6 | 27,690 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | THREE'S COMPANY | 22.2 | 17,070 |
| 2 | LAVERNE AND SHIRLEY | 21.7 | 16,740 |
| 3 | BIG EVENT | 20.6 | 15,890 |
| 4 | ALL-STAR FAMILY FEUD SPEC(S) | 19.7 | 15,200 |
| 5 | ONE DAY AT A TIME# | 19.6 | 15,080 |
| 6 | HAPPY DAYS | 19.4 | 14,920 |
| 7 | M*A*S*H | 18.5 | 14,270 |
| 8 | ELVIS IN CONCERT(S) | 18.2 | 14,020 |
| 9 | NBC MONDAY NIGHT MOVIES | 17.2 | 13,220 |
| 10 | LOVE BOAT | 16.7 | 12,850 |
| 11 | STARSKY AND HUTCH | 16.6 | 12,770 |
| 12 | ALICE | 16.4 | 12,640 |
| 12 | FANTASY ISLAND# | 16.4 | 12,640 |
| 14 | BIG EVENT-TUE. | 16.4 | 12,620 |
| 15 | 60 MINUTES | 16.2 | 12,450 |
| 16 | CHARLIE'S ANGELS | 16.1 | 12,380 |
| 17 | CARTER COUNTRY | 15.9 | 12,280 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BIG EVENT | 18.1 | 12,550 |
| 2 | 60 MINUTES | 17.3 | 11,950 |
| 3 | M*A*S*H | 16.7 | 11,550 |
| 4 | THREE'S COMPANY | 16.0 | 11,050 |
| 5 | BIG EVENT-TUE. | 15.0 | 10,370 |
| 6 | ELVIS IN CONCERT(S) | 15.0 | 10,350 |
| 6 | ONE DAY AT A TIME# | 15.0 | 10,350 |
| 8 | ALL IN THE FAMILY | 14.8 | 10,240 |
| 9 | LAVERNE AND SHIRLEY | 14.8 | 10,230 |
| 10 | KENTUCKY DERBY(S) | 14.7 | 10,200 |
| 11 | ALICE | 14.5 | 10,020 |
| 12 | BATTLE-NETWORK STARS(S) | 14.3 | 9,880 |
| 13 | BRANNIGAN(S) | 14.1 | 9,770 |
| 14 | PROJECT U.F.O.# | 14.1 | 9,750 |
| 15 | NBC MONDAY NIGHT MOVIES | 13.7 | 9,510 |
| 16 | ALL-STAR FAMILY FEUD SPEC(S) | 13.6 | 9,380 |
| 17 | FANTASY ISLAND# | 13.4 | 9,270 |
| 18 | CARTER COUNTRY | 13.3 | 9,230 |
| 19 | LOVE BOAT | 13.2 | 9,120 |
| 20 | HOW THE WEST WAS WON | 12.9 | 8,910 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 14, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | THREE'S COMPANY | 23.3 | 11,150 |
| 2 | LAVERNE AND SHIRLEY | 22.9 | 10,930 |
| 3 | HAPPY DAYS | 20.7 | 9,880 |
| 4 | BIG EVENT | 20.5 | 9,790 |
| 5 | ALL-STAR FAMILY FEUD SPEC(S) | 20.2 | 9,660 |
| 6 | ONE DAY AT A TIME# | 18.8 | 8,980 |
| 7 | STARSKY AND HUTCH | 18.7 | 8,930 |
| 8 | NBC MONDAY NIGHT MOVIES | 18.1 | 8,670 |
| 9 | CARTER COUNTRY | 18.0 | 8,600 |
| 10 | M*A*S*H | 17.9 | 8,560 |
| 11 | JOE & VALERIE(S) | 17.8 | 8,490 |
| 12 | ELVIS IN CONCERT(S) | 17.7 | 8,460 |
| 13 | BATTLE-NETWORK STARS(S) | 17.3 | 8,270 |
| 14 | ABC SUNDAY NIGHT MOVIE# | 17.3 | 8,250 |
| 15 | FANTASY ISLAND# | 17.2 | 8,240 |
| 16 | LOVE BOAT | 16.3 | 7,810 |
| 17 | CHARLIE'S ANGELS | 16.2 | 7,730 |
| 18 | INCREDIBLE HULK | 16.1 | 7,690 |
| 19 | BIG EVENT-TUE. | 16.0 | 7,640 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | ALICE | 23.5 | 5,460 |
| 2 | GRIZZLY ADAMS(S) | 22.2 | 5,140 |
| 3 | GRIZZLY ADAMS(S) | 21.6 | 5,020 |
| 4 | ALL IN THE FAMILY | 20.9 | 4,840 |
| 5 | DEAN MARTIN CELEB. ROAST(S) | 20.7 | 4,810 |
| 6 | BARNABY JONES | 20.7 | 4,790 |
| 7 | LAVERNE AND SHIRLEY | 20.6 | 4,780 |
| 8 | HAWAII FIVE-O | 20.6 | 4,770 |
| 9 | LITTLE HOUSE-PRAIRIE# | 20.5 | 4,760 |
| 10 | WALTONS# | 20.3 | 4,710 |
| 11 | 60 MINUTES | 19.6 | 4,550 |
| 12 | ONE DAY AT A TIME# | 19.5 | 4,530 |
| 13 | M*A*S*H | 19.3 | 4,470 |
| 14 | AMERICA'S JR. MISS PAGNT(S) | 19.2 | 4,460 |
| 14 | BIG EVENT | 19.2 | 4,460 |
| 16 | THREE'S COMPANY | 19.1 | 4,440 |
| 17 | ROCKFORD FILES | 19.1 | 4,430 |
| 18 | JOHNNY CASH:SPRING FEVER(S) | 18.7 | 4,340 |
| 19 | PROJECT U.F.O.# | 18.5 | 4,300 |
| 20 | HOME TO STAY(S) | 18.4 | 4,260 |
| 21 | PHENOMENON OF BENJI(S) | 18.2 | 4,220 |
| 22 | ELVIS IN CONCERT(S) | 18.0 | 4,170 |
| 23 | ALL-STAR FAMILY FEUD SPEC(S) | 17.6 | 4,090 |
| 24 | CBS EVENING NEWS-CRONKITE | 17.4 | 4,030 |

### MEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BIG EVENT | 18.8 | 8,520 |
| 2 | THREE'S COMPANY | 16.6 | 7,550 |
| 3 | M*A*S*H | 16.4 | 7,440 |
| 4 | BATTLE-NETWORK STARS(S) | 16.0 | 7,250 |
| 5 | ONE DAY AT A TIME# | 15.8 | 7,170 |
| 6 | PROJECT U.F.O.# | 15.1 | 6,850 |
| 7 | LAVERNE AND SHIRLEY | 14.9 | 6,770 |
| 8 | BIG EVENT-TUE. | 14.3 | 6,500 |
| 9 | ALL-STAR FAMILY FEUD SPEC(S) | 14.3 | 6,480 |
| 10 | BRANNIGAN(S) | 14.2 | 6,450 |
| 10 | 60 MINUTES | 14.2 | 6,450 |
| 12 | ELVIS IN CONCERT(S) | 14.0 | 6,350 |
| 13 | CARTER COUNTRY | 13.7 | 6,230 |
| 14 | FANTASY ISLAND# | 13.6 | 6,190 |
| 15 | HAPPY DAYS | 13.4 | 6,080 |
| 16 | STARSKY AND HUTCH | 13.4 | 6,070 |
| 17 | ABC SUNDAY NIGHT MOVIE# | 13.2 | 5,980 |
| 18 | NBC MONDAY NIGHT MOVIES | 13.0 | 5,920 |
| 19 | CHARLIE'S ANGELS | 12.7 | 5,780 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | ALICE | 23.5 | 4,290 |
| 2 | HAWAII FIVE-O | 22.6 | 4,120 |
| 3 | 60 MINUTES | 22.5 | 4,110 |
| 4 | KENTUCKY DERBY(S) | 21.7 | 3,960 |
| 5 | ALL IN THE FAMILY | 21.4 | 3,910 |
| 6 | BARNABY JONES | 21.0 | 3,830 |
| 7 | GRIZZLY ADAMS(S) | 19.8 | 3,610 |
| 8 | JOHNNY CASH:SPRING FEVER(S) | 18.7 | 3,410 |
| 9 | LITTLE HOUSE-PRAIRIE# | 17.9 | 3,270 |
| 10 | DEAN MARTIN CELEB. ROAST(S) | 17.8 | 3,250 |
| 11 | ROCKFORD FILES | 17.3 | 3,150 |
| 12 | M*A*S*H | 17.2 | 3,140 |
| 13 | CAPT.& TENNILLE IN HAWAII(S) | 17.2 | 3,130 |
| 14 | THREE'S COMPANY | 17.0 | 3,090 |
| 15 | CBS EVENING NEWS-CRONKITE | 16.9 | 3,080 |
| 16 | ELVIS IN CONCERT(S) | 16.6 | 3,030 |
| 17 | BIG EVENT | 16.5 | 3,000 |
| 18 | CHEYENNE SOCIAL CLUB(S) | 16.2 | 2,960 |
| 19 | HOME TO STAY(S) | 15.9 | 2,900 |
| 19 | PHENOMENON OF BENJI(S) | 15.9 | 2,900 |
| 21 | ABC MONDAY NIGHT BASEBALL# | 15.7 | 2,860 |
| 22 | LAVERNE AND SHIRLEY | 15.6 | 2,850 |
| 23 | ALAN KING'S-FINAL WARNING(S) | 15.5 | 2,830 |
| 24 | WALTONS# | 15.4 | 2,800 |

CONT'D

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 14, 1978

## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | BIG EVENT-TUE. | 15.0 | 2,740 |

# NOTES

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | 26 | 196 | 193 | A | 16.4 | 29 | 1196 | 1866 | 745 | 252 | 831 | 364 | 560 | 461 | 99 | 198 | 601 | 248 | 421 | 334 | 86^ | 157 | 183 | 86^ | 251 | 186 |
| FRI. 9.00P 120 ABC FF | | 99 | 98 | B | 18.2 | 31 | 1327 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 15.3 | 28 | 1115 | 1842 | 756 | 253 | 856 | 357 | 547 | 435 | 121 | 241 | 562 | 219 | 366 | 297 | 96^ | 170 | 180 | 82^ | 244 | 162 |
| 9.30 - 10.00 | | | | A | 15.5 | 27 | 1130 | 1823 | 737 | 264 | 824 | 373 | 556 | 448 | 101^ | 194 | 569 | 235 | 388 | 306 | 89^ | 159 | 172 | 72^ | 258 | 182 |
| 10.00 - 10.30 | | | | A | 17.2 | 31 | 1254 | 1909 | 754 | 257 | 836 | 372 | 572 | 473 | 94^ | 184 | 644 | 272 | 468 | 362 | 82^ | 157 | 172 | 83^ | 257 | 192 |
| 10.30 - 11.00 | | | | A | 17.4 | 32 | 1268 | 1899 | 740 | 233 | 817 | 357 | 574 | 483 | 89^ | 173 | 633 | 266 | 464 | 365 | 75^ | 148 | 203 | 103 | 246 | 205 |
| ABC MINUTE MAGAZINE | 13 | 183 | 181 | A | 13.8 | 26 | 1006 | 2143 | 638 | 213 | 739 | 313 | 471 | 345 | 139 | 216 | 630 | 225 | 325 | 291 | 138 | 230 | 299 | 215 | 475 | 317 |
| SUN. 7.58P 1 ABC N | | 95 | 95 | B | 14.7 | 24 | 1072 | | | | | | | | | | | | | | | | | | | |
| ABC MONDAY NIGHT BASEBALL | 3 | 183 | | A | 14.4 | 24 | 1050 | 1810 | 532 | 183^ | 577 | 134^ | 326 | 317 | 88^ | 204^ | 829 | 306 | 485 | 418 | 116^ | 274 | 242 | 75^ | 162^ | 123^ |
| 1 MON. 8.30P 167 ABC SE | | 98 | | B | 13.1 | 21 | 955 | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 12.7 | 21 | 926 | 1752 | 526 | 193^ | 544 | 120^ | 296 | 253^ | 71^ | 206^ | 785 | 331 | 440 | 329 | 100^ | 275 | 178^ | 22v | 245/ | 183^ |
| 9.00 - 9.30 | | | | A | 14.8 | 23 | 1079 | 1994 | 593 | 209^ | 648 | 184^ | 375 | 357 | 70^ | 211^ | 783 | 301 | 460 | 371 | 92^ | 259 | 242 | 68^ | 321 | 195^ |
| 9.30 - 10.00 | | | | A | 16.1 | 25 | 1174 | 1784 | 552 | 210 | 605 | 156^ | 350 | 335 | 82^ | 205 | 776 | 287 | 448 | 409 | 114^ | 264 | 227 | 75^ | 176^ | 142^ |
| 10.00 - 10.30 | | | | A | 16.1 | 26 | 1174 | 1670 | 463 | 156^ | 508 | 99^ | 284 | 295 | 90^ | 181^ | 852 | 301 | 496 | 449 | 135^ | 279 | 254 | 79^ | 56^ | 56^ |
| 10.30 - 11.00 | | | | A | 14.2 | 25 | 1035 | 1796 | 526 | 177^ | 568 | 110^ | 325 | 331 | 118^ | 210^ | 898 | 312 | 538 | 476 | 140^ | 284 | 259 | 90^ | 71^ | 71^ |
| ABC NEWS-REASONER/WALTERS | 149 | 197 | 197 | A | 8.4 | 19 | 612 | 1703 | 683 | 224 | 751 | 244 | 436 | 380 | 82^ | 250 | 685 | 198 | 337 | 337 | 131 | 288 | 106 | 41^ | 161 | 83^ |
| M-F 6.30P 30 ABC N | | 99 | 99 | B | 9.8 | 19 | 714 | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-M-F | 159 | 176 | 181 | A | 16.9 | 28 | 1232 | 1912 | 723 | 259 | 811 | 344 | 520 | 424 | 101 | 220 | 562 | 241 | 365 | 301 | 99 | 164 | 224 | 113 | 315 | 219 |
| 1 MON. 8.28P 1 ABC N | | 94 | 96 | B | 18.5 | 29 | 1349 | | | | | | | | | | | | | | | | | | | |
| TU-TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 32 | 179 | 184 | A | 21.0 | 37 | 1531 | 2065 | 766 | 264 | 820 | 302 | 492 | 421 | 124 | 252 | 603 | 231 | 353 | 310 | 87 | 194 | 215 | 114 | 427 | 295 |
| SAT. 9.58P 1 ABC N | | 97 | 97 | B | 19.5 | 34 | 1422 | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SUN. | 31 | 188 | 186 | A | 13.0 | 21 | 948 | 2238 | 738 | 292 | 808 | 300 | 493 | 432 | 112^ | 253 | 792 | 331 | 508 | 397 | 89^ | 210 | 220 | 130 | 418 | 288 |
| 1 SUN. 8.57P 1 ABC N | | 97 | 97 | B | 18.9 | 28 | 1378 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SATURDAY EVENING NEWS | 20 | 120 | 118 | A | 3.6 | 10 | 262 | 1740 | 503 | 57v | 529 | 121^ | 193^ | 268^ | 84v | 225^ | 809 | 272^ | 397^ | 428^ | 64v | 351^ | 150^ | 100v | 252^ | 217^ |
| 1 SAT. 6.49P 11 ABC N | | 68 | 68 | B | 5.8 | 13 | 423 | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 6.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE | 25 | | 192 | A | 17.6 | 29 | 1283 | 2048 | 764 | 327 | 844 | 393 | 643 | 487 | 78^ | 148^ | 649 | 320 | 467 | 376 | 56^ | 125^ | 336 | 185 | 219 | 139^ |
| 2 SUN. 9.00P 120 ABC FF | | | 99 | B | 21.2 | 34 | 1545 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 15.9 | 26 | 1159 | 1994 | 710 | 307 | 788 | 349 | 576 | 429 | 82^ | 166^ | 626 | 289 | 423 | 347 | 68^ | 151^ | 315 | 180^ | 265 | 169^ |
| 9.30 - 10.00 | | | | A | 17.9 | 29 | 1305 | 2017 | 728 | 318 | 807 | 363 | 601 | 466 | 74^ | 151^ | 633 | 305 | 440 | 361 | 55^ | 129^ | 339 | 192 | 238 | 153^ |
| 10.00 - 10.30 | | | | A | 18.5 | 29 | 1349 | 2062 | 788 | 340 | 872 | 413 | 676 | 517 | 79^ | 140^ | 654 | 330 | 487 | 395 | 50^ | 110^ | 345 | 188 | 191 | 117^ |
| 10.30 - 11.00 | | | | A | 18.3 | 31 | 1334 | 2073 | 814 | 331 | 887 | 433 | 694 | 516 | 77^ | 139^ | 672 | 345 | 502 | 398 | 52^ | 112^ | 334 | 175 | 180 | 118^ |
| ABC WEEKEND NEWS-SATURDAY | 30 | 154 | 156 | A | 8.3 | 17 | 605 | 1704 | 675 | 153^ | 743 | 217 | 358 | 409 | 75^ | 271 | 655 | 223 | 385 | 347 | 115^ | 207 | 220 | 87^ | 86^ | 68^ |
| SAT. 11.00P 15 ABC N | | 93 | 93 | B | 8.0 | 17 | 583 | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND NEWS-SUNDAY | 29 | 160 | 158 | A | 6.2 | 14 | 452 | 1704 | 776 | 172^ | 776 | 263^ | 546 | 463 | 149^ | 205^ | 712 | 310 | 426 | 300 | 78^ | 216^ | 78^ | 12v | 138^ | 100^ |
| SUN. 11.00P 15 ABC N | | 97 | 97 | B | 6.1 | 15 | 445 | | | | | | | | | | | | | | | | | | | |
| ALAN KING'S-FINAL WARNING(S) | | | 190 | A | 17.5 | 33 | 1276 | 1980 | 838 | 307 | 895 | 333 | 479 | 459 | 156^ | 283 | 671 | 265 | 409 | 339 | 123^ | 222 | 191 | 131^ | 223 | 184^ |
| 2 SAT. 10.00P 60 ABC CV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 18.3 | 34 | 1334 | 1979 | 824 | 317 | 897 | 340 | 485 | 448 | 156^ | 285 | 663 | 263 | 406 | 332 | 127^ | 220 | 186 | 137^ | 233 | 189 |
| 10.30 - 11.00 | | | | A | 16.8 | 32 | 1225 | 1965 | 849 | 291 | 888 | 321 | 468 | 469 | 156^ | 281 | 676 | 268 | 413 | 340 | 120^ | 224 | 191^ | 124^ | 210 | 174^ |

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALICE | 25 | 196 | 195 | A | 19.8 | 32 | 1443 | 1924 | 759 | 294 | 875 | 246 | 404 | 371 | 139 | 379 | 695 | 224 | 341 | 318 | 146 | 296 | 166 | 70^ | 188 | 105 |
| 1 SUN. 9.30P 30 CBS CS | | 99 | 99 | B | 23.3 | 35 | 1699 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 8.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL IN THE FAMILY | 28 | 196 | 195 | A | 19.1 | 32 | 1392 | 1989 | 759 | 289 | 871 | 284 | 428 | 370 | 125 | 348 | 736 | 266 | 390 | 346 | 132 | 283 | 168 | 78^ | 214 | 107 |
| 1 SUN. 9.00P 30 CBS CS | | 99 | 99 | B | 24.2 | 36 | 1764 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 8.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL-STAR FAMILY FEUD SPEC(S) | | 191 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 8.00P 60 ABC QP | | 99 | | A | 24.2 | 39 | 1764 | 2079 | 757 | 297 | 860 | 353 | 546 | 465 | 111^ | 231 | 532 | 249 | 368 | 302 | 83^ | 118^ | 282 | 159 | 405 | 311 |
| 8.00 - 8.30 | | | | A | 22.6 | 39 | 1648 | 2068 | 759 | 305 | 866 | 345 | 554 | 472 | 109^ | 229 | 519 | 230 | 350 | 285 | 91^ | 126^ | 276 | 162 | 407 | 306 |
| 8.30 - 9.00 | | | | A | 25.7 | 40 | 1874 | 2090 | 756 | 292 | 857 | 362 | 541 | 460 | 113^ | 234 | 543 | 269 | 382 | 315 | 80^ | 111^ | 285 | 155 | 405 | 319 |
| AMAZING SPIDER-MAN | 4 | 182 | | A | 16.5 | 29 | 1203 | 2284 | 684 | 280 | 712 | 274 | 411 | 418 | 91^ | 221 | 617 | 283 | 393 | 379 | 48v | 149^ | 193^ | 74^ | 762 | 463 |
| 1 WED. 8.00P 60 CBS SF | | 97 | | B | 20.0 | 33 | 1458 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.1 | 28 | 1101 | 2243 | 699 | 251 | 722 | 256 | 404 | 419 | 85^ | 233 | 619 | 269 | 388 | 370 | 52v | 157^ | 178^ | 70^ | 724 | 430 |
| 8.30 - 9.00 | | | | A | 17.8 | 30 | 1298 | 2321 | 672 | 306 | 703 | 290 | 418 | 418 | 95^ | 211 | 611 | 295 | 395 | 388 | 44v | 137^ | 207 | 77^ | 800 | 492 |
| AMERICA'S JR. MISS PAGNT(S) | | 191 | | A | 16.2 | 26 | 1181 | 1786 | 777 | 219 | 804 | 196^ | 373 | 330 | 146^ | 379 | 521 | 109^ | 252 | 250 | 78^ | 219 | 220 | 131^ | 241 | 157^ |
| 2 MON. 8.00P 90 CBS AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.9 | 24 | 1013 | 1863 | 793 | 212^ | 831 | 228^ | 406 | 352 | 145^ | 380 | 566 | 142^ | 274 | 270 | 69^ | 242 | 224^ | 140^ | 242 | 152^ |
| 8.30 - 9.00 | | | | A | 14.4 | 22 | 1050 | 1764 | 762 | 225 | 785 | 173^ | 347 | 332 | 141^ | 372 | 496 | 81^ | 219^ | 222^ | 67^ | 230 | 228 | 140^ | 255 | 162^ |
| 9.00 - 9.30 | | | | A | 20.4 | 31 | 1487 | 1745 | 772 | 217 | 794 | 189 | 367 | 314 | 151^ | 379 | 513 | 108^ | 261 | 255 | 94^ | 201 | 212 | 119^ | 226 | 155^ |
| BABY, I'M BACK | 11 | 152 | | A | 17.6 | 29 | 1283 | 1949 | 709 | 253 | 840 | 261 | 476 | 417 | 119^ | 290 | 534 | 228 | 359 | 295 | 58^ | 140^ | 213 | 84^ | 362 | 183^ |
| 1 MON. 8.30P 30 CBS CS | | 92 | | B | 18.9 | 28 | 1378 | | | | | | | | | | | | | | | | | | | |
| BARETTA | 10 | 182 | 189 | A | 14.6 | 26 | 1064 | 1691 | 609 | 248 | 668 | 292 | 477 | 391 | 83^ | 144 | 619 | 291 | 439 | 340 | 93^ | 149 | 229 | 97^ | 175 | 126 |
| THU. 10.00P 60 ABC OP | | 96 | 97 | B | 14.3 | 26 | 1042 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 14.7 | 25 | 1072 | 1733 | 630 | 257 | 693 | 310 | 497 | 407 | 78^ | 144 | 622 | 295 | 444 | 348 | 92^ | 147 | 224 | 94^ | 194 | 136 |
| 10.30 - 11.00 | | | | A | 14.4 | 27 | 1050 | 1646 | 590 | 240 | 645 | 274 | 457 | 375 | 84^ | 142 | 615 | 286 | 437 | 334 | 96^ | 150 | 230 | 98^ | 156 | 116 |
| BARETTA-11:30PM | 29 | | 151 | A | 6.7 | 22 | 488 | 1375 | 629 | 229^ | 632 | 266^ | 407^ | 382^ | 27v | 140^ | 535 | 209^ | 302^ | 314^ | 63v | 128^ | 96v | 31v | 112v | 112v |
| 2 FRI. 11.30P 66 ABC OP | | | 92 | B | 7.2 | 23 | 525 | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.0 | 21 | 510 | 1482 | 679 | 217^ | 679 | 304^ | 451^ | 431^ | 30v | 129^ | 643 | 259^ | 417^ | 374^ | 64v | 141^ | 60v | LT | 100v | 100v |
| 12.00 - 12.30 | | | | A | 6.6 | 24 | 481 | 1301 | 585 | 243^ | 585 | 234^ | 359^ | 326^ | 24v | 156^ | 459^ | 177^ | 210^ | 266^ | 57v | 120v | 134^ | 67v | 123v | 123v |
| BARNABY JONES | 26 | 198 | 193 | A | 18.6 | 33 | 1356 | 1791 | 857 | 246 | 905 | 281 | 462 | 410 | 156 | 355 | 636 | 163 | 292 | 284 | 102 | 283 | 132 | 54^ | 118 | 94 |
| THU. 10.00P 60 CBS PD | | 99 | 98 | B | 20.6 | 36 | 1502 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 18.3 | 32 | 1334 | 1809 | 859 | 252 | 906 | 275 | 447 | 398 | 163 | 369 | 639 | 172 | 292 | 279 | 105 | 289 | 136 | 53^ | 128 | 97 |
| 10.30 - 11.00 | | | | A | 18.9 | 35 | 1378 | 1766 | 846 | 237 | 897 | 283 | 473 | 422 | 150 | 339 | 631 | 154 | 293 | 291 | 97 | 274 | 131 | 57^ | 107 | 90 |
| BARNEY MILLER | 29 | 202 | 202 | A | 19.7 | 33 | 1436 | 1904 | 694 | 211 | 775 | 303 | 482 | 421 | 114 | 215 | 582 | 266 | 400 | 337 | 107 | 148 | 212 | 88 | 335 | 209 |
| THU. 9.00P 30 ABC CS | | 99 | 99 | B | 21.3 | 34 | 1553 | | | | | | | | | | | | | | | | | | | |
| BATTLE-NETWORK STARS(S) | | 194 | | A | 19.9 | 31 | 1451 | 2196 | 741 | 276 | 776 | 358 | 569 | 466 | 77^ | 165 | 681 | 327 | 498 | 387 | 72^ | 121^ | 404 | 178 | 335 | 254 |
| 1 SUN. 9.00P 120 ABC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.5 | 30 | 1422 | 2338 | 754 | 315 | 807 | 388 | 592 | 475 | 91^ | 180 | 659 | 289 | 465 | 383 | 75^ | 136^ | 384 | 171 | 488 | 367 |
| 9.30 - 10.00 | | | | A | 21.5 | 32 | 1567 | 2273 | 767 | 320 | 823 | 379 | 598 | 477 | 105^ | 189 | 689 | 300 | 489 | 407 | 77^ | 139^ | 389 | 162 | 372 | 272 |
| 10.00 - 10.30 | | | | A | 20.4 | 32 | 1487 | 2065 | 714 | 238 | 727 | 343 | 539 | 438 | 62^ | 146^ | 665 | 347 | 499 | 367 | 71^ | 106^ | 424 | 188 | 249 | 198 |
| 10.30 - 11.00 | | | | A | 18.2 | 30 | 1327 | 2098 | 724 | 222 | 740 | 321 | 547 | 470 | 55^ | 147^ | 711 | 375 | 545 | 388 | 67^ | 103^ | 423 | 194 | 224 | 178 |
| BIG EVENT-TUE. | 14 | 200 | 207 | A | 20.7 | 34 | 1509 | 1788 | 770 | 289 | 837 | 288 | 508 | 501 | 123 | 239 | 686 | 252 | 431 | 436 | 82 | 180 | 131 | 68^ | 134 | 92 |
| TUE. 9.00P 120 NBC FV | | 99 | 99 | B | 19.6 | 31 | 1429 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 17.4 | 28 | 1268 | 1869 | 786 | 313 | 845 | 275 | 504 | 496 | 123 | 256 | 688 | 245 | 423 | 407 | 88^ | 200 | 144 | 68^ | 192 | 132 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

Column group heading: AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BIG EVENT-TUE.-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 20.7 | 32 | 1509 | 1803 | 775 | 300 | 844 | 296 | 523 | 505 | 126 | 238 | 664 | 235 | 413 | 420 | 78^ | 177 | 146 | 76^ | 149 | 102 |
| 10.00 - 10.30 | | | | A | 22.2 | 37 | 1618 | 1751 | 751 | 273 | 817 | 285 | 499 | 503 | 119 | 227 | 692 | 252 | 433 | 446 | 79 | 177 | 127 | 71^ | 115 | 82 |
| 10.30 - 11.00 | | | | A | 22.4 | 39 | 1633 | 1751 | 768 | 272 | 840 | 288 | 500 | 504 | 124 | 238 | 704 | 278 | 453 | 460 | 84 | 174 | 115 | 64^ | 92 | 64^ |
| BIG EVENT | 30 | 207 | 207 | A | 23.9 | 38 | 1742 | 1866 | 834 | 285 | 912 | 324 | 561 | 541 | 109 | 256 | 723 | 299 | 491 | 481 | 101 | 174 | 105 | 55^ | 126 | 78 |
| SUN. 9.00P 120 NBC FV | | 99 | 99 | B | 19.9 | 31 | 1451 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 22.9 | 36 | 1669 | 1956 | 822 | 283 | 898 | 315 | 559 | 545 | 106 | 247 | 716 | 296 | 478 | 465 | 108 | 184 | 127 | 69^ | 215 | 146 |
| 9.30 - 10.00 | | | | A | 24.7 | 38 | 1801 | 1917 | 829 | 275 | 907 | 318 | 560 | 542 | 110 | 250 | 729 | 307 | 499 | 477 | 102 | 173 | 115 | 62^ | 166 | 101 |
| 10.00 - 10.30 | | | | A | 24.7 | 39 | 1801 | 1785 | 835 | 283 | 912 | 327 | 561 | 537 | 106 | 257 | 710 | 292 | 480 | 484 | 95 | 166 | 92 | 45^ | 71 | 35^ |
| 10.30 - 11.00 | | | | A | 23.5 | 39 | 1713 | 1782 | 840 | 296 | 922 | 332 | 560 | 531 | 115 | 268 | 716 | 287 | 492 | 499 | 96 | 165 | 89 | 41^ | 55^ | 30^ |
| BIONIC WOMAN | 22 | 200 | 214 | A | 13.9 | 29 | 1013 | 2104 | 754 | 203 | 808 | 307 | 441 | 364 | 126 | 295 | 553 | 179 | 274 | 254 | 106^ | 223 | 196 | 85^ | 547 | 305 |
| SAT. 8.00P 60 NBC A | | 99 | 99 | B | 16.8 | 30 | 1225 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.7 | 28 | 926 | 2123 | 757 | 208 | 811 | 308 | 444 | 361 | 132 | 301 | 550 | 177 | 266 | 247 | 108^ | 231 | 187 | 85^ | 575 | 320 |
| 8.30 - 9.00 | | | | A | 15.0 | 30 | 1094 | 2082 | 756 | 196 | 806 | 304 | 437 | 366 | 123 | 292 | 550 | 177 | 277 | 258 | 100^ | 215 | 204 | 86^ | 522 | 291 |
| BODY HUMAN:VITAL CONNECT.(S) | | | 201 | A | 16.7 | 30 | 1217 | 1678 | 686 | 200 | 713 | 225 | 411 | 441 | 101^ | 230 | 564 | 220 | 315 | 286 | 99^ | 193 | 167^ | 108^ | 234 | 172^ |
| 2 THU. 8.00P 60 CBS DO | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.9 | 30 | 1159 | 1659 | 690 | 196^ | 720 | 222 | 403 | 428 | 116^ | 251 | 560 | 214 | 299 | 272 | 101^ | 208 | 156^ | 102^ | 223 | 160^ |
| 8.30 - 9.00 | | | | A | 17.5 | 30 | 1276 | 1687 | 682 | 203 | 707 | 228 | 417 | 450 | 86^ | 213 | 566 | 223 | 326 | 295 | 96^ | 181^ | 172^ | 112^ | 242 | 182^ |
| BRANNIGAN(S) | | | 186 | A | 17.1 | 28 | 1247 | 1953 | 748 | 340 | 775 | 223 | 414 | 398 | 166^ | 277 | 785 | 314 | 517 | 476 | 155^ | 190 | 212 | 67^ | 181^ | 140^ |
| 2 SUN. 9.00P 120 CBS FF | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 17.3 | 29 | 1261 | 2017 | 729 | 368 | 765 | 214 | 395 | 369 | 204 | 297 | 819 | 333 | 530 | 490 | 163^ | 216 | 214 | 79^ | 219 | 173^ |
| 9.30 - 10.00 | | | | A | 17.0 | 27 | 1239 | 1971 | 710 | 303 | 743 | 211 | 418 | 394 | 168^ | 253 | 833 | 321 | 542 | 516 | 166^ | 201 | 208 | 54^ | 187^ | 137^ |
| 10.00 - 10.30 | | | | A | 17.5 | 28 | 1276 | 1938 | 782 | 347 | 799 | 225 | 413 | 419 | 141^ | 279 | 762 | 314 | 512 | 455 | 148^ | 171^ | 213 | 66^ | 164^ | 125^ |
| 10.30 - 11.00 | | | | A | 16.6 | 28 | 1210 | 1875 | 773 | 345 | 791 | 234 | 431 | 412 | 149^ | 274 | 715 | 285 | 482 | 429 | 143^ | 169^ | 214 | 68^ | 155^ | 125^ |
| BREAKHEART PASS(S) | | | 183 | A | 14.1 | 27 | 1028 | 1567 | 572 | 230 | 652 | 214^ | 381 | 367 | 96^ | 194^ | 669 | 178^ | 398 | 465 | 67^ | 160^ | 137^ | 22v | 109^ | 89^ |
| 2 SAT. 9.00P 120 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.2 | 26 | 962 | 1508 | 563 | 204^ | 623 | 211^ | 338 | 305 | 104^ | 214^ | 612 | 163^ | 350 | 416 | 67^ | 151^ | 109^ | 29v | 164^ | 131^ |
| 9.30 - 10.00 | | | | A | 13.7 | 25 | 999 | 1580 | 542 | 207^ | 605 | 205^ | 347 | 333 | 88^ | 188^ | 687 | 192^ | 390 | 446 | 82^ | 180^ | 129^ | 18v | 159^ | 121^ |
| 10.00 - 10.30 | | | | A | 14.7 | 27 | 1072 | 1547 | 568 | 232 | 664 | 223 | 405 | 389 | 89^ | 184^ | 670 | 179^ | 413 | 479 | 61^ | 157^ | 149^ | 19v | 64^ | 52v |
| 10.30 - 11.00 | | | | A | 14.9 | 28 | 1086 | 1601 | 601 | 268 | 698 | 212^ | 420 | 423 | 101^ | 190^ | 692 | 180^ | 434 | 507 | 59^ | 146^ | 154^ | 21v | 57^ | 57^ |
| CAPT.& TENNILLE IN HAWAII(S) | | 203 | | A | 17.1 | 33 | 1247 | 1913 | 763 | 243 | 892 | 333 | 513 | 398 | 111^ | 314 | 543 | 151^ | 269 | 271 | 107^ | 251 | 140^ | 96^ | 338 | 229 |
| 1 FRI. 8.00P 60 ABC GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.1 | 32 | 1174 | 1941 | 766 | 239 | 889 | 341 | 508 | 394 | 115^ | 317 | 553 | 159^ | 284 | 283 | 105^ | 248 | 140^ | 96^ | 359 | 240 |
| 8.30 - 9.00 | | | | A | 18.2 | 34 | 1327 | 1867 | 753 | 243 | 885 | 321 | 513 | 398 | 108^ | 308 | 528 | 142^ | 254 | 258 | 104^ | 250 | 139^ | 94^ | 315 | 216 |
| CARTER COUNTRY | 2 | 183 | 188 | A | 21.2 | 33 | 1545 | 1991 | 716 | 282 | 794 | 370 | 555 | 440 | 84 | 177 | 597 | 272 | 402 | 329 | 105 | 157 | 266 | 118 | 334 | 244 |
| TUE. 9.30P 30 ABC CS | | 97 | 98 | B | 21.2 | 33 | 1545 | | | | | | | | | | | | | | | | | | | |
| CBS EVENING NEWS-CRONKITE | 150 | 201 | 201 | A | 13.2 | 30 | 962 | 1537 | 684 | 188 | 752 | 134 | 264 | 285 | 167 | 418 | 604 | 129 | 221 | 227 | 133 | 322 | 82 | 42^ | 99 | 49^ |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 15.0 | 29 | 1094 | | | | | | | | | | | | | | | | | | | |
| CBS EVENING NEWS | 21 | 175 | 174 | A | 8.6 | 21 | 627 | 1858 | 748 | 242 | 816 | 245 | 333 | 340 | 132^ | 413 | 774 | 213 | 330 | 355 | 186^ | 360 | 73^ | LT | 195 | 74^ |
| SUN. 6.30P 30 CBS N | | 89 | 89 | B | 9.8 | 19 | 714 | | | | | | | | | | | | | | | | | | | |
| CBS REPORTS(S) | | 177 | | A | 8.7 | 15 | 634 | 1680 | 700 | 169^ | 783 | 91v | 232^ | 270^ | 200^ | 464 | 711 | 113^ | 234^ | 258^ | 180^ | 397 | 54v | 17v | 132^ | 94v |
| 1 TUE. 8.00P 60 CBS DN | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 9.2 | 17 | 671 | 1656 | 717 | 184^ | 803 | 113^ | 252^ | 285^ | 188^ | 463 | 679 | 104^ | 231^ | 260^ | 150^ | 366 | 54v | 22v | 120^ | 72v |
| 8.30 - 9.00 | | | | A | 8.2 | 14 | 598 | 1682 | 672 | 150^ | 752 | 66v | 207^ | 249^ | 216^ | 463 | 734 | 116^ | 229^ | 252^ | 212^ | 428 | 54v | 9v | 142^ | 114^ |

KEY: A – CURRENT REPORT B – SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SAT. NEWS-SCHIEFFER | 30 | 146 | 151 | A | 9.0 | 24 | 656 | 1590 | 702 | 187 | 744 | 132^ | 291 | 324 | 129^ | 378 | 643 | 158^ | 290 | 289 | 151^ | 287 | 72^ | 40v | 131^ | 82^ |
| SAT. 6.30P 30 CBS N | | 89 | 89 | B | 11.1 | 23 | 809 | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS-BRADLEY | 30 | 132 | 133 | A | 7.5 | 16 | 547 | 1638 | 789 | 218 | 789 | 157^ | 399 | 409 | 123^ | 313 | 727 | 239 | 411 | 321 | 98^ | 260 | 96^ | 22v | 26v | 13v |
| SUN. 11.00P 15 CBS N | | 77 | 78 | B | 7.7 | 17 | 561 | | | | | | | | | | | | | | | | | | | |
| CBS TUESDAY NIGHT MOVIES | 11 | | 179 | A | 12.7 | 21 | 926 | 1840 | 703 | 230^ | 718 | 251^ | 429 | 372 | 114^ | 232^ | 816 | 356 | 486 | 388 | 92^ | 236^ | 191^ | 83^ | 115^ | 99^ |
| 2 TUE. 8.00P 180 CBS FF | | | 97 | B | 17.0 | 28 | 1239 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.9 | 22 | 868 | 1835 | 704 | 229^ | 758 | 197^ | 375 | 301 | 147^ | 334 | 828 | 347 | 457 | 356 | 131^ | 281 | 143^ | 90^ | 106^ | 78^ |
| 8.30 - 9.00 | | | | A | 13.1 | 22 | 955 | 1815 | 672 | 216^ | 702 | 194^ | 390 | 345 | 124^ | 254 | 806 | 347 | 478 | 356 | 107^ | 245^ | 182^ | 95^ | 125^ | 92^ |
| 9.00 - 9.30 | | | | A | 12.3 | 19 | 897 | 1804 | 714 | 258^ | 714 | 224^ | 417 | 405 | 126^ | 223^ | 828 | 324 | 465 | 412 | 99^ | 249^ | 160^ | 71^ | 102^ | 92^ |
| 9.30 - 10.00 | | | | A | 12.6 | 20 | 919 | 1915 | 729 | 238^ | 729 | 279 | 452 | 409 | 104^ | 203^ | 827 | 340 | 488 | 431 | 80^ | 222^ | 216^ | 85^ | 143^ | 116^ |
| 10.00 - 10.30 | | | | A | 13.3 | 22 | 970 | 1855 | 710 | 225^ | 710 | 295 | 458 | 398 | 88^ | 182^ | 798 | 381 | 499 | 382 | 71^ | 208^ | 238^ | 88^ | 109^ | 109^ |
| 10.30 - 11.00 | | | | A | 12.9 | 22 | 940 | 1815 | 684 | 209^ | 684 | 303 | 468 | 370 | 95^ | 196^ | 811 | 388 | 526 | 394 | 71^ | 218^ | 219^ | 75^ | 101^ | 101^ |
| CBS WEDNESDAY NIGHT MOVIE | 24 | 177 | 181 | A | 14.6 | 25 | 1064 | 1839 | 765 | 309 | 835 | 283 | 511 | 502 | 126 | 239 | 675 | 278 | 478 | 458 | 65^ | 142 | 177 | 89^ | 152 | 114 |
| WED. 9.00P 120 CBS FF | | 96 | 95 | B | 17.7 | 29 | 1290 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 14.0 | 24 | 1021 | 1908 | 772 | 339 | 847 | 290 | 509 | 502 | 134 | 252 | 668 | 261 | 463 | 439 | 67^ | 157 | 184 | 96^ | 209 | 158 |
| 9.30 - 10.00 | | | | A | 14.1 | 23 | 1028 | 1898 | 745 | 322 | 814 | 277 | 499 | 494 | 114^ | 224 | 677 | 275 | 480 | 451 | 65^ | 150 | 206 | 109^ | 201 | 155 |
| 10.00 - 10.30 | | | | A | 14.8 | 25 | 1079 | 1810 | 773 | 300 | 843 | 287 | 510 | 504 | 130 | 244 | 675 | 288 | 484 | 468 | 66^ | 134 | 160 | 77^ | 132 | 97^ |
| 10.30 - 11.00 | | | | A | 15.3 | 27 | 1115 | 1768 | 777 | 284 | 845 | 285 | 532 | 517 | 129 | 238 | 680 | 281 | 486 | 474 | 67^ | 132 | 167 | 78^ | 76^ | 51^ |
| CHARLIE'S ANGELS | 30 | 206 | 210 | A | 22.4 | 37 | 1633 | 1945 | 697 | 224 | 759 | 325 | 475 | 370 | 97 | 214 | 542 | 239 | 354 | 273 | 103 | 147 | 261 | 115 | 383 | 264 |
| WED. 9.00P 60 ABC PD | | 99 | 99 | B | 24.7 | 39 | 1801 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 21.7 | 37 | 1582 | 1943 | 669 | 225 | 736 | 324 | 464 | 352 | 97 | 213 | 534 | 235 | 344 | 259 | 103 | 147 | 271 | 121 | 402 | 277 |
| 9.30 - 10.00 | | | | A | 23.0 | 37 | 1677 | 1948 | 722 | 224 | 779 | 325 | 481 | 386 | 97 | 216 | 553 | 243 | 364 | 284 | 101 | 150 | 254 | 112 | 362 | 251 |
| CHEYENNE SOCIAL CLUB(S) | | 186 | | A | 14.0 | 25 | 1021 | 1827 | 722 | 318 | 760 | 210^ | 371 | 376 | 157^ | 305 | 835 | 333 | 483 | 402 | 168^ | 288 | 66^ | 17v | 166^ | 76^ |
| 1 SAT. 9.00P 120 CBS FF | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 12.7 | 23 | 926 | 1811 | 743 | 286 | 803 | 192^ | 350 | 370 | 161^ | 366 | 757 | 251^ | 396 | 335 | 191^ | 307 | 60v | 20v | 191^ | 101^ |
| 9.30 - 10.00 | | | | A | 13.8 | 24 | 1006 | 1833 | 714 | 305 | 757 | 211^ | 360 | 370 | 150^ | 313 | 781 | 286 | 437 | 369 | 165^ | 293 | 79^ | 24v | 216^ | 115^ |
| 10.00 - 10.30 | | | | A | 14.9 | 26 | 1086 | 1819 | 696 | 330 | 722 | 206^ | 369 | 373 | 160^ | 272 | 887 | 384 | 533 | 435 | 162^ | 283 | 70^ | 13v | 140^ | 56^ |
| 10.30 - 11.00 | | | | A | 14.5 | 26 | 1057 | 1847 | 736 | 338 | 761 | 229 | 402 | 395 | 157^ | 278 | 909 | 395 | 556 | 460 | 161^ | 281 | 56^ | 12v | 121^ | 42v |
| CHIPS | 1 | | 183 | A | 12.0 | 22 | 875 | 2147 | 739 | 170^ | 835 | 289 | 442 | 384 | 155^ | 318 | 749 | 369 | 472 | 324 | 129^ | 217^ | 190^ | 119^ | 373 | 231^ |
| 2 THU. 8.00P 60 NBC OP | | | 93 | B | 12.0 | 22 | 875 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 10.9 | 21 | 795 | 2113 | 764 | 172^ | 858 | 290^ | 436 | 391 | 169^ | 336 | 741 | 355 | 456 | 319 | 133^ | 230^ | 174^ | 110^ | 340 | 207^ |
| 8.30 - 9.00 | | | | A | 13.0 | 22 | 948 | 2181 | 719 | 167^ | 816 | 290 | 447 | 386 | 142^ | 299 | 755 | 382 | 485 | 325 | 126^ | 207^ | 207^ | 127^ | 403 | 255 |
| DEAN MARTIN CELEB. ROAST(S) | | | 198 | A | 15.8 | 27 | 1152 | 1636 | 829 | 217 | 902 | 233 | 380 | 363 | 244 | 419 | 620 | 174^ | 291 | 280 | 147^ | 281 | 52^ | 10v | 62^ | 42v |
| 2 WED. 9.00P 120 NBC GV | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.3 | 23 | 970 | 1662 | 856 | 223^ | 920 | 218^ | 368 | 378 | 238^ | 433 | 609 | 178^ | 298 | 277 | 133^ | 270 | 54v | 10v | 79^ | 63v |
| 9.30 - 10.00 | | | | A | 15.7 | 26 | 1145 | 1672 | 839 | 220 | 904 | 230 | 356 | 366 | 237 | 426 | 654 | 185^ | 323 | 304 | 132^ | 273 | 53v | 11v | 61^ | 51v |
| 10.00 - 10.30 | | | | A | 17.1 | 29 | 1247 | 1609 | 821 | 229 | 900 | 243 | 394 | 357 | 248 | 414 | 597 | 168^ | 274 | 270 | 138^ | 275 | 56^ | 10v | 56^ | 35v |
| 10.30 - 11.00 | | | | A | 17.1 | 30 | 1247 | 1600 | 801 | 200 | 884 | 234 | 397 | 356 | 252 | 404 | 618 | 165^ | 275 | 267 | 182^ | 306 | 46v | 8v | 52^ | 25v |
| DONNY AND MARIE | 24 | | 198 | A | 14.0 | 28 | 1021 | 2077 | 810 | 355 | 882 | 315 | 486 | 432 | 116^ | 290 | 506 | 145^ | 259 | 225^ | 87^ | 205^ | 201^ | 115^ | 488 | 290 |
| 2 FRI. 8.00P 60 ABC GV | | | 99 | B | 18.9 | 32 | 1378 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.9 | 29 | 1013 | 2022 | 803 | 350 | 873 | 315 | 457 | 433 | 115^ | 295 | 485 | 129^ | 236 | 243 | 83^ | 198^ | 175^ | 106^ | 489 | 262 |
| 8.30 - 9.00 | | | | A | 14.1 | 27 | 1028 | 2121 | 821 | 360 | 895 | 323 | 518 | 431 | 119^ | 288 | 520 | 157^ | 274 | 206^ | 89^ | 212^ | 221^ | 119^ | 485 | 316 |
| EIGHT IS ENOUGH | 27 | 202 | 201 | A | 18.9 | 35 | 1378 | 1936 | 713 | 271 | 807 | 368 | 503 | 373 | 107 | 244 | 422 | 192 | 271 | 193 | 97 | 130 | 297 | 171 | 410 | 284 |
| WED. 8.00F 60 ABC CS | | 99 | 99 | B | 21.8 | 35 | 1589 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 17.0 | 33 | 1239 | 1861 | 711 | 275 | 804 | 359 | 495 | 368 | 110 | 251 | 419 | 188 | 262 | 182 | 92^ | 131 | 274 | 164 | 364 | 264 |
| 8.30 - 9.00 | | | | A | 20.8 | 37 | 1516 | 1991 | 712 | 267 | 806 | 372 | 509 | 376 | 106 | 237 | 427 | 198 | 279 | 201 | 102 | 130 | 313 | 176 | 445 | 298 |

KEY: A—CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | |
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ELVIS IN CONCERT(S) | | 198 | | A | 20.9 | 34 | 1524 | 2182 | 774 | 340 | 919 | 353 | 554 | 506 | 98^ | 273 | 681 | 281 | 417 | 388 | 66^ | 199 | 225 | 114^ | 357 | 250 |
| 1 SUN. 8.00P 60 CBS PC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 20.5 | 34 | 1494 | 2234 | 797 | 348 | 934 | 369 | 572 | 520 | 99^ | 271 | 692 | 288 | 422 | 388 | 63^ | 201 | 226 | 110^ | 382 | 270 |
| 8.30 - 9.00 | | | | A | 21.3 | 34 | 1553 | 2128 | 752 | 332 | 905 | 341 | 537 | 489 | 98^ | 275 | 664 | 275 | 411 | 385 | 71^ | 196 | 223 | 115^ | 336 | 231 |
| FAMILY | 23 | 194 | 196 | A | 15.7 | 27 | 1145 | 1719 | 700 | 268 | 800 | 414 | 588 | 426 | 57^ | 171 | 454 | 203 | 304 | 225 | 78^ | 133 | 263 | 143 | 202 | 158 |
| TUE. 10.00P 60 ABC GD | | 99 | 99 | B | 19.5 | 32 | 1422 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 16.2 | 27 | 1181 | 1714 | 690 | 267 | 787 | 408 | 571 | 414 | 62^ | 177 | 456 | 211 | 309 | 227 | 78^ | 133 | 257 | 134 | 214 | 155 |
| 10.30 - 11.00 | | | | A | 15.2 | 26 | 1108 | 1718 | 714 | 264 | 816 | 419 | 608 | 440 | 50^ | 167 | 445 | 192 | 299 | 222 | 76^ | 129 | 267 | 152 | 190 | 154 |
| FANTASY ISLAND | 11 | 185 | | A | 21.0 | 37 | 1531 | 1911 | 748 | 288 | 826 | 327 | 539 | 466 | 97^ | 218 | 606 | 275 | 405 | 338 | 46^ | 146^ | 178 | 71^ | 301 | 257 |
| 1 SAT. 10.00P 60 ABC A | | 97 | | B | 21.3 | 39 | 1553 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 21.3 | 37 | 1553 | 1944 | 758 | 300 | 828 | 327 | 533 | 471 | 105^ | 223 | 618 | 274 | 407 | 340 | 47^ | 157 | 189 | 82^ | 309 | 256 |
| 10.30 - 11.00 | | | | A | 20.7 | 37 | 1509 | 1871 | 734 | 274 | 820 | 326 | 541 | 464 | 88^ | 212 | 591 | 275 | 400 | 337 | 45^ | 133^ | 167 | 62^ | 293 | 260 |
| FISH | 2 | 189 | 192 | A | 17.6 | 28 | 1283 | 1770 | 685 | 222 | 759 | 297 | 501 | 434 | 115 | 189 | 591 | 274 | 426 | 354 | 98 | 133 | 201 | 84^ | 219 | 152 |
| THU. 9.30P 30 ABC CS | | 98 | 99 | B | 17.6 | 28 | 1283 | | | | | | | | | | | | | | | | | | | |
| GOOD TIMES | 9 | 150 | | A | 14.8 | 26 | 1079 | 1808 | 677 | 237 | 770 | 173^ | 388 | 365 | 123^ | 306 | 617 | 199^ | 349 | 318 | 80^ | 203^ | 165^ | 66^ | 256 | 155^ |
| 1 MON. 8.00P 30 CBS CS | | 90 | | B | 16.8 | 26 | 1225 | | | | | | | | | | | | | | | | | | | |
| GRIZZLY ADAMS(S) | | 194 | | A | 11.9 | 23 | 868 | 1733 | 665 | 235^ | 842 | 142^ | 225^ | 206^ | 201^ | 579 | 574 | 130^ | 253^ | 254^ | 87^ | 290 | 127^ | 49v | 190^ | 154^ |
| 1 FRI. 8.00P 60 NBC A | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.1 | 22 | 809 | 1754 | 678 | 226^ | 856 | 133^ | 219^ | 195^ | 203^ | 600 | 598 | 137^ | 259^ | 232^ | 82^ | 307 | 120^ | 48v | 180^ | 147^ |
| 8.30 - 9.00 | | | | A | 12.6 | 23 | 919 | 1717 | 655 | 243^ | 833 | 148^ | 232^ | 215^ | 199^ | 563 | 551 | 120^ | 242^ | 275 | 89^ | 276 | 134^ | 50v | 199^ | 159^ |
| GRIZZLY ADAMS(S) | | | 193 | A | 14.2 | 29 | 1035 | 1973 | 852 | 140^ | 886 | 118^ | 304 | 340 | 211^ | 497 | 647 | 134^ | 203^ | 231 | 169^ | 349 | 115^ | 30v | 325 | 199^ |
| 2 FRI. 8.00P 60 NBC A | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.1 | 28 | 955 | 1987 | 875 | 121^ | 916 | 130^ | 310 | 330 | 230^ | 526 | 675 | 139^ | 209^ | 231^ | 195^ | 369 | 94^ | 22v | 302 | 184^ |
| 8.30 - 9.00 | | | | A | 15.4 | 30 | 1123 | 1937 | 825 | 155^ | 853 | 111^ | 299 | 343 | 194^ | 467 | 614 | 127^ | 197^ | 228 | 147^ | 328 | 130^ | 35v | 340 | 211 |
| GYPSY WARRIORS(S) | | | 182 | A | 11.0 | 21 | 802 | 1809 | 763 | 219^ | 763 | 268^ | 439 | 472 | 76^ | 217^ | 701 | 315 | 462 | 407 | 68v | 181^ | 241^ | 102^ | 104^ | 54v |
| 2 FRI. 10.00P 60 CBS A | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 11.6 | 22 | 846 | 1778 | 718 | 202^ | 718 | 260^ | 412 | 451 | 64v | 194^ | 684 | 309 | 444 | 418 | 67v | 165^ | 259^ | 109^ | 117^ | 64v |
| 10.30 - 11.00 | | | | A | 10.3 | 20 | 751 | 1855 | 822 | 236^ | 822 | 280^ | 477 | 501 | 87^ | 245^ | 720 | 325 | 480 | 399 | 67v | 197^ | 221^ | 93^ | 92^ | 42v |
| HANNA-BARBERA HAPPY HOUR | 3 | 203 | | A | 9.8 | 17 | 714 | 1892 | 629 | 158^ | 721 | 267^ | 356 | 337 | 93^ | 257^ | 524 | 163^ | 297^ | 293^ | 82v | 199^ | 114^ | 91^ | 533 | 355 |
| 1 THU. 8.00P 60 NBC GV | | 99 | | B | 12.3 | 21 | 897 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 9.2 | 17 | 671 | 1818 | 604 | 122^ | 673 | 220^ | 315^ | 322^ | 91^ | 240^ | 543 | 178^ | 309^ | 278^ | 78v | 198^ | 104^ | 82v | 498 | 329^ |
| 8.30 - 9.00 | | | | A | 10.4 | 18 | 758 | 1942 | 649 | 186^ | 759 | 308^ | 394 | 346 | 97^ | 272^ | 501 | 148^ | 282^ | 305^ | 82^ | 196^ | 121^ | 96^ | 561 | 376 |
| HAPPY DAYS | 30 | 210 | 210 | A | 24.8 | 45 | 1808 | 2034 | 754 | 284 | 826 | 377 | 547 | 449 | 84 | 222 | 490 | 226 | 336 | 262 | 73 | 130 | 222 | 110 | 496 | 313 |
| TUE. 8.00P 30 ABC CS | | 99 | 99 | B | 31.0 | 49 | 2260 | | | | | | | | | | | | | | | | | | | |
| HARDY BOYS/NANCY DREW | 26 | 190 | 187 | A | 12.2 | 24 | 889 | 2186 | 624 | 215 | 727 | 314 | 472 | 363 | 120^ | 203 | 572 | 214 | 323 | 310 | 114^ | 179 | 345 | 248 | 542 | 375 |
| SUN. 7.00P 60 ABC SM | | 98 | 98 | B | 15.8 | 26 | 1152 | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 11.2 | 23 | 816 | 2225 | 633 | 213 | 745 | 313 | 471 | 362 | 127^ | 223 | 579 | 205 | 316 | 320 | 118^ | 190 | 359 | 259 | 542 | 396 |
| 7.30 - 8.00 | | | | A | 13.1 | 25 | 955 | 2157 | 623 | 215 | 722 | 321 | 479 | 360 | 119^ | 194 | 561 | 220 | 326 | 302 | 108^ | 168 | 331 | 238 | 543 | 362 |
| HAWAII FIVE-O | 23 | 190 | 192 | A | 18.2 | 30 | 1327 | 1775 | 775 | 272 | 854 | 272 | 399 | 367 | 153 | 359 | 643 | 174 | 270 | 252 | 108 | 311 | 128 | 59^ | 150 | 102 |
| THU. 9.00P 60 CBS OP | | 98 | 98 | B | 20.3 | 32 | 1480 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 17.4 | 29 | 1268 | 1787 | 778 | 261 | 856 | 261 | 395 | 378 | 151 | 360 | 631 | 168 | 262 | 251 | 103 | 302 | 124 | 58^ | 176 | 121 |
| 9.30 - 10.00 | | | | A | 19.0 | 31 | 1385 | 1752 | 769 | 278 | 844 | 275 | 396 | 356 | 154 | 357 | 653 | 178 | 275 | 256 | 112 | 319 | 131 | 62^ | 124 | 84^ |
| HOME TO STAY(S) | | 186 | | A | 16.8 | 28 | 1225 | 1789 | 813 | 214 | 925 | 242 | 462 | 474 | 199 | 347 | 630 | 202 | 311 | 339 | 130^ | 236 | 165^ | 122^ | 69^ | 53^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HOME TO STAY(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 9.30P 90 CBS GD | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 15.0 | 24 | 1094 | 1846 | 829 | 216 | 945 | 243 | 454 | 478 | 196^ | 364 | 630 | 188^ | 284 | 315 | 131^ | 261 | 163^ | 106^ | 108^ | 77^ |
| 10.00 - 10.30 | | | | A | 17.6 | 29 | 1283 | 1786 | 788 | 218 | 906 | 249 | 456 | 458 | 200 | 339 | 626 | 209 | 312 | 339 | 132^ | 232 | 179^ | 134^ | 75^ | 57^ |
| 10.30 - 11.00 | | | | A | 17.9 | 32 | 1305 | 1732 | 825 | 207 | 921 | 232 | 473 | 480 | 199 | 341 | 632 | 204 | 331 | 351 | 130^ | 222 | 150^ | 120^ | 29v | 29v |
| HOW THE WEST WAS WON | 11 | 198 | 194 | A | 15.5 | 26 | 1130 | 2145 | 744 | 287 | 815 | 272 | 480 | 414 | 124 | 266 | 787 | 326 | 474 | 379 | 105^ | 232 | 209 | 125 | 334 | 229 |
| SUN. 8.00P 60 ABC EW | | 99 | 99 | B | 21.8 | 34 | 1589 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.3 | 27 | 1115 | 2120 | 744 | 287 | 824 | 275 | 483 | 413 | 127 | 267 | 772 | 318 | 456 | 368 | 106^ | 234 | 209 | 128 | 315 | 220 |
| 8.30 - 9.00 | | | | A | 15.6 | 26 | 1137 | 2176 | 747 | 285 | 810 | 270 | 477 | 420 | 120 | 266 | 807 | 337 | 496 | 392 | 105^ | 233 | 207 | 122 | 352 | 241 |
| INCREDIBLE HULK | 8 | 187 | 187 | A | 18.4 | 33 | 1341 | 2336 | 745 | 297 | 811 | 353 | 573 | 502 | 77^ | 171 | 577 | 250 | 393 | 365 | 74^ | 121 | 278 | 89 | 670 | 429 |
| 1 FRI. 9.00P 120 CBS SF | | 98 | 98 | B | 19.4 | 34 | 1414 | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 9.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 17.1 | 31 | 1247 | 2338 | 749 | 320 | 811 | 348 | 556 | 501 | 74^ | 177 | 543 | 234 | 356 | 337 | 77^ | 126 | 281 | 108 | 703 | 441 |
| 9.30 - 10.00 | | | | A | 19.1 | 33 | 1392 | 2255 | 741 | 283 | 789 | 338 | 532 | 491 | 70^ | 176 | 551 | 242 | 361 | 323 | 81^ | 133 | 289 | 102 | 626 | 403 |
| 10.00 - 10.30 | | | | A | 19.4 | 33 | 1414 | 2386 | 718 | 279 | 806 | 358 | 603 | 496 | 88^ | 160^ | 616 | 268 | 432 | 404 | 67^ | 112^ | 256 | 51^ | 708 | 460 |
| 10.30 - 11.00 | | | | A | 19.0 | 33 | 1385 | 2389 | 749 | 289 | 841 | 382 | 647 | 521 | 81^ | 151^ | 643 | 285 | 473 | 433 | 62^ | 105^ | 263 | 63^ | 642 | 427 |
| JEFFERSONS | 5 | 186 | 188 | A | 14.2 | 31 | 1035 | 1810 | 702 | 283 | 795 | 210 | 342 | 306 | 165 | 379 | 543 | 171 | 250 | 231 | 123 | 248 | 159 | 71^ | 313 | 175 |
| SAT. 8.00P 30 CBS CS | | 95 | 96 | B | 14.8 | 30 | 1079 | | | | | | | | | | | | | | | | | | | |
| JOE & VALERIE(S) | | 208 | | A | 18.7 | 31 | 1363 | 2036 | 758 | 380 | 878 | 424 | 623 | 466 | 102^ | 198 | 562 | 224 | 313 | 275 | 98^ | 202 | 208 | 98^ | 388 | 285 |
| 1 MON. 8.30P 30 NBC CS | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| JOE & VALERIE-WED.(S) | | 205 | | A | 11.1 | 19 | 809 | 1959 | 684 | 251^ | 864 | 398 | 550 | 409 | 124^ | 251^ | 535 | 194^ | 292 | 259^ | 107^ | 196^ | 177^ | 120^ | 383 | 248^ |
| 1 WED. 8.30P 30 NBC CS | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| JOE & VALERIE(S) | | | 197 | A | 11.1 | 20 | 809 | 1728 | 634 | 181^ | 726 | 235^ | 411 | 337 | 100^ | 237^ | 423 | 152^ | 198^ | 212^ | 111^ | 173^ | 265^ | 156^ | 314 | 224^ |
| 2 WED. 8.30P 30 NBC CS | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| JOHNNY CASH:SPRING FEVER(S) | | 198 | | A | 16.9 | 27 | 1232 | 1710 | 791 | 273 | 884 | 214 | 421 | 438 | 180^ | 352 | 694 | 188^ | 383 | 366 | 113^ | 277 | 74^ | 48^ | 58^ | 27v |
| 1 SUN. 10.00P 60 CBS GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 17.2 | 27 | 1254 | 1721 | 777 | 264 | 872 | 211 | 413 | 423 | 167^ | 353 | 682 | 193 | 374 | 353 | 110^ | 274 | 87^ | 56^ | 80^ | 39v |
| 10.30 - 11.00 | | | | A | 16.7 | 28 | 1217 | 1680 | 799 | 278 | 889 | 213 | 425 | 450 | 190^ | 350 | 704 | 183^ | 391 | 378 | 114^ | 279 | 56^ | 41v | 31v | 15v |
| KENTUCKY DERBY SPECIAL(S) | | 167 | | A | 5.9 | 18 | 430 | 1635 | 788 | 79v | 893 | 391^ | 566 | 551 | 146^ | 221^ | 440^ | 203^ | 331^ | 325^ | 28v | 52v | 209^ | 157^ | 93v | LT |
| 1 FRI. 11.30P 56 ABC SC | | 94 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.6 | 19 | 481 | 1636 | 756 | 79v | 870 | 386^ | 553 | 523 | 138^ | 206^ | 430^ | 181^ | 322^ | 329^ | 20v | 46v | 253^ | 187^ | 83v | 17v |
| 12.00 - 12.30 | | | | A | 5.2 | 18 | 379 | 1588 | 815 | 76v | 902 | 386^ | 567^ | 578^ | 153v | 237^ | 440^ | 227^ | 332^ | 313^ | 38v | 57v | 140v | 110v | 106v | LT |
| KING OF THE ROAD(S) | | | 181 | A | 12.2 | 23 | 889 | 1753 | 757 | 270 | 766 | 95^ | 317 | 370 | 219^ | 366 | 729 | 256^ | 461 | 347 | 144^ | 245^ | 118^ | 90^ | 140^ | 134^ |
| 2 WED. 8.00P 60 CBS MD | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.9 | 24 | 868 | 1738 | 811 | 262^ | 811 | 97^ | 332 | 386 | 215^ | 396 | 668 | 213^ | 400 | 318 | 132^ | 242^ | 131^ | 100^ | 128^ | 116^ |
| 8.30 - 9.00 | | | | A | 12.6 | 23 | 919 | 1739 | 693 | 270 | 710 | 89^ | 300 | 350 | 219^ | 332 | 776 | 296 | 513 | 368 | 154^ | 244^ | 104^ | 80^ | 149^ | 149^ |
| KOMEDY TONITE(S) | | | 192 | A | 10.0 | 17 | 729 | 1594 | 668 | 317^ | 775 | 211^ | 416 | 389 | 134^ | 301^ | 556 | 149^ | 312^ | 303^ | 107^ | 193^ | 117^ | 64v | 146^ | 20v |
| 2 TUE. 8.00P 60 NBC GV | | | 95 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 9.5 | 17 | 693 | 1635 | 627 | 316^ | 760 | 219^ | 407 | 381 | 142^ | 297^ | 553 | 149^ | 300^ | 299^ | 116^ | 204^ | 136^ | 61v | 186^ | 40v |
| 8.30 - 9.00 | | | | A | 10.5 | 18 | 765 | 1545 | 702 | 314 | 785 | 199^ | 420 | 395 | 127^ | 305^ | 554 | 145^ | 320 | 302^ | 99^ | 184^ | 98^ | 67v | 108^ | LT |
| LAS VEGAS SHOWGIRL PAGNT(S) | | | 181 | A | 6.2 | 23 | 452 | 1389 | 502^ | 196^ | 575 | 199^ | 303^ | 238^ | 93v | 194^ | 604 | 281^ | 440^ | 361^ | 57v | 112v | 181^ | 139^ | 29v | 13v |
| 2 TUE. 11.30P 65 ABC AC | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.8 | 23 | 496 | 1317 | 496 | 167^ | 556 | 194^ | 264^ | 218^ | 99v | 203^ | 555 | 217^ | 407^ | 355^ | 52v | 104v | 185^ | 141^ | 21v | LT |
| 12.00 - 12.30 | | | | A | 5.9 | 24 | 430 | 1444 | 508^ | 217^ | 585 | 210^ | 340^ | 244^ | 84v | 185^ | 636 | 331^ | 454^ | 355^ | 60v | 120v | 182^ | 143^ | 41v | 28v |

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE I | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 11.30P 135 CBS FF | 140 | 166 | 167 | A | 6.4 | 28 | 467 | 1445 | 673 | 192 | 727 | 224 | 409 | 410 | 110^ | 223 | 610 | 280 | 402 | 399 | 81^ | 135 | 93^ | 28v | 15v | 11v |
| 1 TUE. 11.30P 102 | | 91 | 92 | B | 6.2 | 26 | 452 | | | | | | | | | | | | | | | | | | | |
| WED. 11.30P 70 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THU. 11.30P 37 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.30P 103 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 11.30P 104 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.4 | 25 | 539 | 1521 | 705 | 210 | 766 | 259 | 443 | 434 | 98^ | 219 | 623 | 268 | 382 | 400 | 78^ | 151 | 101^ | 35^ | 31^ | 19v |
| 12.00 - 12.30 | | | | A | 6.2 | 27 | 452 | 1414 | 688 | 179 | 732 | 214 | 412 | 396 | 113^ | 230 | 564 | 267 | 379 | 358 | 80^ | 128^ | 104^ | 25v | 14v | 14v |
| 12.30 - 1.00 | | | | A | 5.6 | 31 | 408 | 1434 | 667 | 199 | 716 | 198 | 390 | 404 | 132^ | 246 | 652 | 323 | 460 | 416 | 93^ | 143^ | 66^ | 32v | LT | LT |
| 1.00 - 1.30 | | | | A | 5.1 | 39 | 372 | 1460 | 560^ | 199^ | 560^ | 136v | 190^ | 352^ | 138v | 208^ | 848 | 389^ | 609^ | 646 | 113v | 113v | 52v | LT | LT | LT |
| LATE MOVIE II | 79 | 165 | 166 | A | 4.2 | 28 | 306 | 1408 | 565 | 111^ | 624 | 179^ | 327 | 336 | 102^ | 223 | 608 | 285 | 402 | 357 | 71^ | 130^ | 176^ | LT | LT | LT |
| 1 TUE. 1.12A 26 CBS FF | | 91 | 91 | B | 4.5 | 28 | 328 | | | | | | | | | | | | | | | | | | | |
| 1 WED. 12.40A 59 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.07A 59 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 1.14A 26 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.40A 52 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.07A 61 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 5.1 | 23 | 372 | 1352 | 502 | 97^ | 617 | 242^ | 364 | 231^ | 69v | 253^ | 565 | 190^ | 323 | 256^ | 54v | 184^ | 168^ | 26v | LT | LT |
| 12.30 - 1.00 | | | | A | 4.4 | 27 | 321 | 1505 | 515 | 112^ | 602 | 168^ | 289 | 274 | 90^ | 235 | 671 | 297 | 428 | 391 | 69^ | 138^ | 232 | 19v | LT | LT |
| 1.00 - 1.30 | | | | A | 4.1 | 34 | 299 | 1351 | 512 | 117^ | 535 | 117^ | 254^ | 371^ | 133^ | 164^ | 555 | 291^ | 364^ | 408 | 83v | 83v | 261^ | LT | LT | LT |
| LAVERNE AND SHIRLEY | 27 | 214 | 210 | A | 27.9 | 47 | 2034 | 2091 | 745 | 262 | 822 | 379 | 538 | 412 | 82 | 234 | 503 | 234 | 332 | 257 | 76 | 142 | 237 | 113 | 529 | 351 |
| TUE. 8.30P 30 ABC CS | | 99 | 99 | B | 31.8 | 48 | 2318 | | | | | | | | | | | | | | | | | | | |
| LITTLE HOUSE-PRAIRIE | 28 | | 205 | A | 17.5 | 28 | 1276 | 1900 | 779 | 298 | 891 | 248 | 454 | 425 | 107^ | 373 | 532 | 169^ | 253 | 209 | 119^ | 256 | 143^ | 56^ | 334 | 199 |
| 2 MON. 8.00P 60 NBC GD | | | 99 | B | 23.7 | 36 | 1728 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.1 | 27 | 1174 | 1950 | 803 | 288 | 926 | 263 | 456 | 416 | 107^ | 409 | 538 | 174^ | 250 | 216 | 125^ | 261 | 139^ | 57^ | 347 | 202 |
| 8.30 - 9.00 | | | | A | 19.0 | 30 | 1365 | 1843 | 757 | 307 | 859 | 236 | 450 | 429 | 105^ | 341 | 522 | 166^ | 253 | 201 | 116^ | 251 | 140^ | 52^ | 322 | 197 |
| LOU GRANT | 9 | 182 | 196 | A | 18.6 | 31 | 1356 | 1636 | 727 | 235 | 772 | 296 | 464 | 394 | 95 | 231 | 610 | 259 | 391 | 353 | 85^ | 162 | 138 | 76^ | 116 | 80^ |
| MON. 10.00P 60 CBS GD | | 97 | 99 | B | 19.4 | 32 | 1414 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 18.7 | 30 | 1363 | 1666 | 721 | 241 | 766 | 295 | 456 | 393 | 97 | 228 | 615 | 261 | 395 | 362 | 86^ | 165 | 146 | 79^ | 139 | 93 |
| 10.30 - 11.00 | | | | A | 18.5 | 32 | 1349 | 1597 | 729 | 227 | 771 | 297 | 471 | 391 | 93 | 230 | 602 | 255 | 386 | 342 | 83^ | 158 | 132 | 74^ | 92 | 68^ |
| LOVE BOAT | 14 | 189 | 195 | A | 21.5 | 39 | 1567 | 2070 | 766 | 269 | 820 | 317 | 499 | 421 | 118 | 244 | 582 | 234 | 360 | 319 | 77^ | 168 | 207 | 110 | 461 | 320 |
| SAT. 9.00P 60 ABC CS | | 99 | 99 | B | 22.4 | 39 | 1633 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 20.1 | 38 | 1465 | 2051 | 760 | 266 | 812 | 318 | 492 | 412 | 115 | 244 | 572 | 231 | 357 | 316 | 74^ | 162 | 202 | 107 | 465 | 324 |
| 9.30 - 10.00 | | | | A | 23.0 | 41 | 1677 | 2070 | 766 | 269 | 820 | 313 | 501 | 425 | 118 | 242 | 586 | 234 | 361 | 318 | 77 | 172 | 213 | 112 | 451 | 312 |
| MAC DAVIS-MUSIC IN-LIFE(S) | | | 200 | A | 16.3 | 29 | 1188 | 1545 | 772 | 225 | 815 | 288 | 484 | 499 | 164^ | 254 | 441 | 183^ | 306 | 292 | 68^ | 121^ | 126^ | 68^ | 163^ | 40v |
| 2 THU. 10.00P 60 NBC GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 17.3 | 30 | 1261 | 1556 | 747 | 226 | 798 | 278 | 467 | 484 | 173^ | 257 | 470 | 191 | 328 | 308 | 81^ | 128^ | 119^ | 63^ | 169^ | 42v |
| 10.30 - 11.00 | | | | A | 15.3 | 29 | 1115 | 1523 | 798 | 223 | 830 | 295 | 498 | 513 | 154^ | 253 | 405 | 174^ | 279 | 268 | 55^ | 114^ | 133^ | 74^ | 155^ | 35v |
| MAN FROM ATLANTIS | 10 | 171 | | A | 11.8 | 21 | 860 | 2087 | 694 | 214^ | 816 | 286 | 482 | 436 | 111^ | 251^ | 632 | 207^ | 317 | 307 | 94^ | 225^ | 226^ | 76^ | 413 | 294 |
| 1 TUE. 8.00P 60 NBC SF | | 87 | | B | 13.4 | 21 | 977 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 10.3 | 19 | 751 | 2029 | 684 | 204^ | 808 | 270^ | 465 | 406 | 126^ | 280^ | 597 | 195^ | 276^ | 282^ | 71v | 224^ | 213^ | 63v | 411 | 298^ |
| 8.30 - 9.00 | | | | A | 13.3 | 22 | 970 | 2120 | 697 | 221^ | 818 | 297 | 494 | 456 | 97^ | 226^ | 659 | 218^ | 350 | 326 | 109^ | 225^ | 232^ | 83^ | 411 | 290 |
| M*A*S*H | 13 | 198 | 197 | A | 24.4 | 38 | 1779 | 1891 | 729 | 305 | 802 | 299 | 480 | 418 | 108 | 252 | 651 | 288 | 418 | 374 | 89 | 178 | 208 | 101 | 230 | 156 |
| 1 MON. 9.00P 30 CBS CS | | 99 | 99 | B | 25.9 | 38 | 1888 | | | | | | | | | | | | | | | | | | | |
| 2 MON. 9.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST MAY 1978 REPORT

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | I/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD % | SHARE % | AVG. AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEL & SUSAN TOGETHER | 2 | 190 | | A | 10.8 | 23 | 787 | 1834 | 694 | 250^ | 727 | 180^ | 387 | 382 | 170^ | 257^ | 668 | 155^ | 342 | 378 | 64v | 211^ | 91^ | 68v | 348 | 216^ |
| 1 SAT. 8.00P 30 ABC GV | | 98 | | B | 12.7 | 26 | 926 | | | | | | | | | | | | | | | | | | | |
| MIDNIGHT SPECIAL | 30 | 190 | 192 | A | 3.7 | 26 | 270 | 1381 | 630 | 260^ | 663 | 267^ | 438^ | 414^ | 119^ | 152^ | 552 | 363^ | 504 | 262^ | 33v | 48v | 151^ | 36v | LT | LT |
| FRI. 1.00A 90 NBC PC | | 98 | 98 | B | 3.5 | 25 | 255 | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 4.8 | 26 | 350 | 1514 | 692 | 268^ | 692 | 255^ | 447 | 512 | 119^ | 148^ | 580 | 254^ | 496 | 399 | 52v | 84v | 214^ | 79v | 28v | 28v |
| 1.30 - 2.00 | | | | A | 3.4 | 25 | 248 | 1460 | 616 | 294^ | 717 | 294^ | 493 | 439^ | 110v | 121v | 638 | 501 | 618 | 286^ | 20v | 20v | 105v | LT | LT | LT |
| 2.00 - 2.30 | | | | A | 2.7 | 28 | 197 | 1086 | 584^ | 214^ | 584^ | 274^ | 381^ | 244^ | 131v | 203^ | 411^ | 395^ | 395^ | LT | LT | LT | 91v | LT | LT | LT |
| NBA PLAYOFF GAME-FRI.(S) | | 180 | | A | 5.8 | 23 | 423 | 1593 | 436^ | 206^ | 459^ | 180^ | 306^ | 244^ | 80v | 129v | 836 | 533^ | 672 | 474^ | 112v | 112v | 187^ | LT | 111v | 111v |
| 1 FRI. 11.30P 142 CBS SE | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 8.2 | 24 | 598 | 1714 | 633 | 281^ | 710 | 263^ | 456 | 386^ | 58v | 221^ | 742 | 397 | 589 | 468 | 99v | 99v | 158^ | LT | 104^ | 104^ |
| 12.00 - 12.30 | | | | A | 7.0 | 24 | 510 | 1494 | 429^ | 213^ | 429^ | 162^ | 304^ | 266^ | 101v | 101v | 741 | 454^ | 567 | 400^ | 120^ | 120^ | 189^ | LT | 135^ | 135^ |
| 12.30 - 1.00 | | | | A | 5.5 | 23 | 401 | 1334 | 302^ | 185^ | 302^ | 122v | 245^ | 197^ | 43v | 43v | 836 | 599 | 667 | 454^ | 122v | 122v | 136v | LT | 60v | 60v |
| 1.00 - 1.30 | | | | A | 4.3 | 23 | 313 | 1415 | 252^ | 122v | 252^ | 163v | 189v | 99v | 51v | 51v | 910 | 673^ | 757 | 480^ | 105v | 105v | 176v | LT | 77v | 77v |
| 1.30 - 2.00 | | | | A | 3.7 | 25 | 270 | 2122 | 358^ | 93v | 358^ | 99v | 138v | 56v | 203v | 203v | 1165 | 732^ | 1006 | 685^ | 100v | 100v | 383^ | 92v | 216v | 216v |
| NBA PLAYOFF GAME-FRI.(S) | | 183 | | A | 6.3 | 24 | 459 | 1608 | 734 | 361^ | 731 | 300^ | 387^ | 425^ | 168^ | 263^ | 719 | 460^ | 543 | 406^ | 112v | 148^ | 130v | 70v | 28v | LT |
| 2 FRI. 11.30P 116 CBS SE | | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 8.0 | 24 | 583 | 1688 | 763 | 335^ | 763 | 338^ | 426 | 411 | 162^ | 283^ | 681 | 389^ | 483 | 373^ | 154^ | 171^ | 157^ | 78v | 87v | 28v |
| 12.00 - 12.30 | | | | A | 5.9 | 21 | 430 | 1563 | 720 | 414^ | 720 | 306^ | 383^ | 413^ | 206^ | 267^ | 728 | 453^ | 536^ | 398^ | 135v | 170^ | 115v | 68v | LT | LT |
| 12.30 - 1.00 | | | | A | 5.8 | 26 | 423 | 1598 | 783 | 457^ | 783 | 325^ | 409^ | 462^ | 148^ | 266^ | 693 | 447^ | 537^ | 400^ | 76v | 135v | 122v | 72v | LT | LT |
| 1.00 - 1.30 | | | | A | 5.6 | 31 | 408 | 1512 | 622 | 216^ | 622 | 206^ | 300^ | 407^ | 147v | 215^ | 777 | 593 | 652 | 454^ | 60v | 93v | 113v | 56v | LT | LT |
| NBC LATE NIGHT MOVIE | 30 | 115 | 112 | A | 4.0 | 19 | 292 | 1202 | 576 | 264^ | 606 | 171^ | 353^ | 339^ | 65v | 222^ | 579 | 233^ | 439 | 486 | 45v | 48v | 17v | LT | LT | LT |
| 1 SUN. 11.30P 125 NBC FF | | 65 | 64 | B | 3.8 | 17 | 277 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 11.30P 111 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 4.8 | 17 | 350 | 1297 | 697 | 285^ | 711 | 251^ | 457 | 409 | 62v | 216^ | 574 | 152^ | 377 | 459 | 104^ | 115^ | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 4.2 | 18 | 306 | 1127 | 575 | 258^ | 624 | 147^ | 376^ | 367^ | 65v | 222^ | 490 | 143^ | 389^ | 460 | 30v | 30v | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 3.8 | 21 | 277 | 1047 | 476 | 227^ | 512 | 141^ | 275^ | 271^ | 54v | 205^ | 520 | 217^ | 412^ | 451 | 26v | 26v | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 3.4 | 24 | 248 | 1282 | 492 | 250^ | 516 | 121v | 262^ | 262^ | 61v | 230^ | 734 | 479^ | 597 | 565 | LT | LT | 32v | LT | LT | LT |
| NBC MONDAY NIGHT MOVIES | 30 | 204 | 207 | A | 21.9 | 35 | 1597 | 1694 | 764 | 275 | 829 | 312 | 542 | 496 | 121 | 204 | 596 | 233 | 371 | 356 | 105 | 166 | 168 | 85 | 101 | 67^ |
| MON. 9.00P 120 NBC FF | | 99 | 99 | B | 21.9 | 34 | 1597 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 20.1 | 31 | 1465 | 1722 | 752 | 293 | 817 | 285 | 515 | 477 | 129 | 221 | 567 | 200 | 329 | 330 | 117 | 178 | 165 | 81 | 173 | 132 |
| 9.30 - 10.00 | | | | A | 21.6 | 33 | 1575 | 1681 | 754 | 264 | 825 | 297 | 538 | 498 | 122 | 208 | 572 | 217 | 348 | 342 | 101 | 163 | 162 | 78 | 122 | 75^ |
| 10.00 - 10.30 | | | | A | 23.1 | 38 | 1684 | 1691 | 774 | 270 | 837 | 335 | 563 | 505 | 113 | 188 | 613 | 244 | 391 | 366 | 99 | 164 | 181 | 92 | 60^ | 37^ |
| 10.30 - 11.00 | | | | A | 22.6 | 39 | 1648 | 1690 | 777 | 273 | 840 | 335 | 556 | 507 | 115 | 196 | 624 | 269 | 408 | 376 | 107 | 161 | 164 | 85 | 62^ | 38^ |
| NBC NEWS UPDATE-M-F | 147 | 166 | 170 | A | 11.9 | 20 | 868 | 1924 | 688 | 239 | 797 | 252 | 421 | 372 | 130 | 304 | 600 | 206 | 317 | 261 | 116 | 233 | 185 | 89 | 342 | 232 |
| M-F 8.58P 1 NBC N | | 84 | 86 | B | 16.2 | 25 | 1181 | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SAT. | 30 | 178 | 185 | A | 13.8 | 27 | 1006 | 1969 | 739 | 184 | 794 | 288 | 404 | 333 | 135 | 299 | 534 | 158 | 246 | 244 | 122 | 231 | 191 | 71^ | 450 | 250 |
| SAT. 8.58P 1 NBC N | | 91 | 91 | B | 16.2 | 28 | 1181 | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SUN. | 30 | 186 | 190 | A | 17.0 | 28 | 1239 | 2211 | 784 | 279 | 840 | 283 | 464 | 453 | 119 | 274 | 683 | 274 | 460 | 429 | 113 | 166 | 182 | 98 | 506 | 331 |
| SUN. 8.58P 1 NBC N | | 90 | 90 | B | 18.6 | 28 | 1356 | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SAT. | 29 | 154 | 154 | A | 6.3 | 17 | 459 | 1865 | 877 | 170^ | 908 | 212^ | 343 | 376 | 204^ | 435 | 669 | 125^ | 220^ | 203^ | 127^ | 429 | 100^ | 42v | 188^ | 141^ |
| SAT. 6.30P 30 NBC N | | 84 | 84 | B | 7.9 | 17 | 576 | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SUN. | 24 | 142 | 144 | A | 5.9 | 14 | 430 | 1751 | 690 | 181^ | 753 | 168^ | 217^ | 280 | 102^ | 443 | 776 | 226^ | 392 | 332 | 127^ | 356 | 100^ | 32v | 122^ | 52v |
| SUN. 6.30P 30 NBC N | | 74 | 76 | B | 7.5 | 14 | 54[illegible] | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS | 149 | 205 | 205 | A | 11.1 | 25 | 809 | 1625 | 765 | 174 | 832 | 177 | 320 | 307 | 158 | 450 | 601 | 141 | 260 | 249 | 104 | 289 | 69^ | 23^ | 123 | 76 |
| M-F 6.30P 30 NBC N | | 99 | 99 | B | 13.4 | 26 | 977 | | | | | | | | | | | | | | | | | | | |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD % | SHARE % | AVG. AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC SATURDAY NIGHT MOVIES | 31 | 202 | 201 | A | 14.6 | 27 | 1064 | 1848 | 846 | 244 | 926 | 311 | 521 | 503 | 159 | 327 | 616 | 180 | 357 | 329 | 135 | 229 | 109^ | 54^ | 197 | 131 |
| 1 SAT. 9.00P 129 NBC FF | | 97 | 98 | B | 16.9 | 30 | 1232 | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.7 | 26 | 999 | 1877 | 833 | 242 | 929 | 310 | 501 | 456 | 178 | 360 | 588 | 150 | 314 | 310 | 131 | 242 | 98^ | 40^ | 262 | 172 |
| 9.30 - 10.00 | | | | A | 14.0 | 25 | 1021 | 1891 | 818 | 237 | 917 | 314 | 501 | 486 | 163 | 335 | 609 | 174 | 342 | 316 | 136 | 236 | 129 | 67^ | 236 | 166 |
| 10.00 - 10.30 | | | | A | 15.1 | 27 | 1101 | 1841 | 853 | 242 | 922 | 309 | 539 | 525 | 153 | 309 | 642 | 204 | 396 | 359 | 125 | 215 | 115 | 54^ | 162 | 106^ |
| 10.30 - 11.00 | | | | A | 15.4 | 28 | 1123 | 1823 | 885 | 246 | 933 | 308 | 538 | 535 | 154 | 310 | 629 | 195 | 376 | 338 | 145 | 222 | 112 | 57^ | 149 | 96^ |
| NEWSBREAK-M-F | 155 | 182 | 167 | A | 13.7 | 23 | 999 | 1976 | 713 | 252 | 782 | 245 | 428 | 415 | 135 | 279 | 616 | 233 | 358 | 314 | 99 | 203 | 175 | 80 | 403 | 254 |
| 1 MTUTH 8.58P 1 CBS N | | 89 | 91 | B | 15.4 | 24 | 1123 | | | | | | | | | | | | | | | | | | | |
| 1 WED. 8.57P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 9.28P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 8.49P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W & F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 31 | 175 | 171 | A | 9.6 | 19 | 700 | 1784 | 698 | 304 | 794 | 209 | 337 | 318 | 176 | 364 | 541 | 175 | 270 | 238 | 139^ | 223 | 175 | 72^ | 274 | 158^ |
| SAT. 8.58P 1 CBS N | | 91 | 90 | B | 14.1 | 25 | 1028 | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | 31 | 176 | 187 | A | 19.1 | 30 | 1392 | 2044 | 712 | 311 | 830 | 282 | 464 | 413 | 143 | 282 | 742 | 289 | 452 | 427 | 118 | 216 | 192 | 70^ | 280 | 206 |
| 1 SUN. 8.58P 1 CBS N | | 94 | 99 | B | 20.2 | 30 | 1473 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 9.35P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE DAY AT A TIME | 11 | 194 | | A | 25.6 | 40 | 1866 | 1804 | 726 | 337 | 808 | 281 | 480 | 454 | 101^ | 244 | 554 | 222 | 384 | 348 | 77^ | 135 | 228 | 118^ | 218 | 151 |
| 1 MON. 9.30P 30 CBS CS | | 98 | | B | 24.4 | 36 | 1779 | | | | | | | | | | | | | | | | | | | |
| OPERATION PETTICOAT | 25 | 191 | | A | 15.3 | 30 | 1115 | 1889 | 590 | 266 | 654 | 225 | 408 | 365 | 111^ | 210^ | 663 | 216 | 376 | 359 | 66^ | 213 | 130^ | 76^ | 442 | 270 |
| 1 SAT. 8.30P 30 ABC CS | | 99 | | B | 16.3 | 29 | 1188 | | | | | | | | | | | | | | | | | | | |
| OPERATION:RUNAWAY | 2 | 194 | 194 | A | 15.4 | 25 | 1123 | 1901 | 768 | 246 | 857 | 342 | 521 | 506 | 127 | 237 | 595 | 264 | 401 | 336 | 116 | 164 | 178 | 105^ | 271 | 171 |
| THU. 9.00P 60 NBC GD | | 97 | 94 | B | 15.4 | 25 | 1123 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 14.3 | 24 | 1042 | 1896 | 742 | 234 | 826 | 318 | 498 | 471 | 125 | 238 | 605 | 273 | 408 | 337 | 122 | 165 | 179 | 105^ | 286 | 182 |
| 9.30 - 10.00 | | | | A | 16.6 | 27 | 1210 | 1886 | 783 | 251 | 873 | 360 | 536 | 529 | 127 | 232 | 583 | 255 | 393 | 332 | 111 | 162 | 174 | 104 | 256 | 162 |
| PHENOMENON OF BENJI(S) | | 197 | | A | 21.3 | 39 | 1553 | 2042 | 663 | 178 | 735 | 215 | 396 | 396 | 90^ | 271 | 559 | 243 | 347 | 284 | 125^ | 186 | 193 | 90^ | 555 | 349 |
| 1 THU. 8.00P 30 ABC DO | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| POLICE STORY-MON | 16 | 173 | 172 | A | 5.6 | 23 | 408 | 1446 | 608 | 129^ | 632 | 142^ | 349 | 431 | 35v | 179^ | 723 | 360 | 512 | 385 | 61v | 179^ | 35v | 29v | 56v | 56v |
| 1 MON. 11.48P 65 ABC OP | | 96 | 96 | B | 6.6 | 27 | 481 | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.5 | 22 | 474 | 1335 | 642 | 173^ | 677 | 187^ | 402^ | 483^ | 33v | 167^ | 658 | 302^ | 437^ | 352^ | 55v | 196^ | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 5.7 | 25 | 416 | 1351 | 555 | 113^ | 581 | 109^ | 303 | 387 | 37v | 172^ | 716 | 356 | 510 | 379 | 59v | 164^ | LT | LT | 54v | 54v |
| 12.30 - 1.00 | | | | A | 4.4 | 23 | 321 | 1505 | 517^ | 112v | 517^ | 68v | 255^ | 305^ | LT | 212^ | 829 | 489^ | 623^ | 439^ | 82v | 181v | LT | LT | 159v | 159v |
| POLICE STORY-WED | 17 | 175 | 175 | A | 5.6 | 23 | 408 | 1544 | 755 | 113^ | 755 | 292^ | 459 | 432 | 122^ | 238^ | 711 | 304 | 534 | 394 | 58v | 152^ | 24v | 22v | 54v | 54v |
| 1 WED. 11.30P 63 ABC OP | | 96 | 96 | B | 6.4 | 26 | 467 | | | | | | | | | | | | | | | | | | | |
| 2 WED. 11.30P 65 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.5 | 23 | 474 | 1593 | 835 | 158^ | 835 | 341 | 540 | 465 | 105^ | 231^ | 669 | 264 | 479 | 360 | 56v | 161^ | 21v | 21v | 68^ | 68^ |
| 12.00 - 12.30 | | | | A | 5.1 | 23 | 372 | 1476 | 645 | 65v | 645 | 229^ | 360 | 385 | 145^ | 236^ | 766 | 360 | 596 | 426 | 67v | 147^ | 24v | 24v | 41v | 41v |
| POLICE WOMAN | 5 | 200 | | A | 15.6 | 28 | 1137 | 1684 | 869 | 305 | 899 | 385 | 552 | 531 | 155^ | 239 | 630 | 260 | 416 | 410 | 96^ | 177^ | 98^ | 53^ | 57^ | 47v |
| 1 THU. 10.00P 60 NBC OP | | 99 | | B | 14.4 | 27 | 1050 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 15.6 | 27 | 1137 | 1690 | 849 | 292 | 878 | 378 | 540 | 533 | 157^ | 229 | 612 | 259 | 414 | 404 | 91^ | 159^ | 101^ | 55^ | 99^ | 77^ |
| 10.30 - 11.00 | | | | A | 15.7 | 28 | 1145 | 1657 | 881 | 313 | 910 | 388 | 560 | 526 | 150^ | 247 | 637 | 257 | 411 | 413 | 97^ | 189^ | 96^ | 52v | 14v | 14v |

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORK ING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PROJECT U.F.O. | 8 | 205 | | A | 18.2 | 30 | 1327 | 2228 | 853 | 277 | 891 | 343 | 490 | 446 | 131^ | 323 | 735 | 278 | 517 | 495 | 98^ | 158^ | 188 | 81^ | 414 | 269 |
| 1 SUN. 8.00P 60 NBC SF | | 99 | | B | 21.1 | 33 | 1538 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.6 | 28 | 1210 | 2196 | 834 | 253 | 872 | 338 | 474 | 429 | 140^ | 336 | 720 | 272 | 500 | 486 | 94^ | 158^ | 183^ | 82^ | 421 | 263 |
| 8.30 - 9.00 | | | | A | 19.8 | 31 | 1443 | 2250 | 868 | 294 | 905 | 345 | 502 | 455 | 126^ | 315 | 745 | 284 | 531 | 502 | 101^ | 155^ | 191 | 81^ | 409 | 274 |
| QUINCY, M.E. | 27 | 205 | 201 | A | 16.2 | 29 | 1181 | 1759 | 806 | 289 | 875 | 266 | 477 | 452 | 150 | 331 | 591 | 168 | 320 | 325 | 127 | 231 | 118 | 44^ | 175 | 144 |
| FRI. 10.00P 60 NBC OP | | 99 | 97 | B | 18.7 | 33 | 1363 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 15.5 | 28 | 1130 | 1781 | 810 | 286 | 885 | 262 | 482 | 456 | 150 | 335 | 587 | 171 | 319 | 318 | 138 | 235 | 122 | 47^ | 187 | 158 |
| 10.30 - 11.00 | | | | A | 17.0 | 31 | 1239 | 1718 | 793 | 286 | 851 | 263 | 464 | 440 | 148 | 323 | 597 | 163 | 318 | 329 | 116 | 226 | 117 | 43^ | 163 | 128 |
| RICH LITTLE-WASH. FOLLIES(S) | | | 190 | A | 12.1 | 26 | 882 | 2073 | 759 | 196^ | 823 | 263^ | 423 | 396 | 128^ | 319 | 720 | 257^ | 432 | 342 | 122^ | 245^ | 226^ | 125^ | 304 | 184^ |
| 2 SAT. 8.00P 60 ABC CV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 8.30 | | | | A | 10.5 | 24 | 765 | 1931 | 729 | 169^ | 782 | 236^ | 390 | 359 | 129^ | 324 | 735 | 256^ | 430 | 334 | 123^ | 262^ | 223^ | 116^ | 191^ | 166^ |
| 8.30 - 9.00 | | | | A | 13.7 | 29 | 999 | 2167 | 781 | 215^ | 850 | 284 | 447 | 420 | 130^ | 317 | 707 | 256 | 429 | 349 | 121^ | 232^ | 223^ | 128^ | 387 | 197^ |
| RITA MORENO SHOW(S) | | 169 | | A | 8.9 | 14 | 649 | 1467 | 630 | 148^ | 751 | 120^ | 294^ | 322^ | 201^ | 358^ | 561 | 121^ | 176^ | 238^ | 143^ | 283^ | 56v | 37v | 99^ | 36v |
| 1 TUE. 9.00P 30 CBS CS | | 87 | | | | | | | | | | | | | | | | | | | | | | | | |
| ROCKFORD FILES | 26 | 206 | 206 | A | 14.7 | 26 | 1072 | 1857 | 758 | 261 | 838 | 181 | 364 | 355 | 193 | 414 | 653 | 165 | 308 | 318 | 161 | 293 | 97^ | 39^ | 269 | 224 |
| FRI. 9.00P 60 NBC PD | | 99 | 97 | B | 18.2 | 31 | 1327 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 14.1 | 26 | 1028 | 1837 | 751 | 253 | 832 | 167 | 351 | 347 | 197 | 424 | 631 | 154 | 281 | 300 | 159 | 293 | 93^ | 37^ | 281 | 227 |
| 9.30 - 10.00 | | | | A | 15.3 | 27 | 1115 | 1871 | 761 | 268 | 840 | 191 | 374 | 361 | 189 | 404 | 675 | 176 | 329 | 335 | 160 | 295 | 100^ | 40^ | 256 | 220 |
| ROCK-ROLL SPORTS CLASSIC(S) | | 202 | | A | 15.0 | 25 | 1094 | 1928 | 697 | 326 | 825 | 449 | 646 | 471 | 98^ | 135^ | 513 | 227 | 358 | 297 | 77^ | 130^ | 242 | 130^ | 348 | 248 |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | AVG AUD % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORK ING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS TOTAL | TEENS FEM | CHILDREN TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 WED. 9.00P 120 NBC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 15.4 | 26 | 1123 | 2065 | 735 | 323 | 861 | 459 | 653 | 456 | 130^ | 163^ | 483 | 208^ | 322 | 275 | 78^ | 134^ | 253 | 149^ | 468 | 307 |
| 9.30 - 10.00 | | | | A | 15.2 | 24 | 1108 | 1884 | 693 | 361 | 822 | 462 | 643 | 471 | 105^ | 136^ | 471 | 192^ | 324 | 277 | 77^ | 122^ | 239 | 119^ | 352 | 243 |
| 10.00 - 10.30 | | | | A | 14.8 | 25 | 1079 | 1879 | 658 | 312 | 785 | 453 | 633 | 466 | 81^ | 107^ | 543 | 250 | 383 | 307 | 73^ | 133^ | 249 | 136^ | 302 | 229 |
| 10.30 - 11.00 | | | | A | 14.6 | 26 | 1064 | 1869 | 703 | 305 | 824 | 420 | 650 | 490 | 79^ | 131^ | 557 | 262 | 400 | 331 | 79^ | 133^ | 225 | 113^ | 263 | 213^ |
| ROLLERGIRLS(S) | | 208 | | A | 17.3 | 31 | 1261 | 2097 | 736 | 289 | 873 | 390 | 575 | 489 | 86^ | 237 | 575 | 224 | 340 | 306 | 67^ | 189 | 197 | 80^ | 452 | 318 |
| 1 MON. 8.00P 30 NBC CS | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| ROLLERGIRLS-WED.(S) | | 203 | | A | 12.3 | 23 | 897 | 1940 | 659 | 268 | 822 | 277 | 431 | 357 | 168^ | 327 | 624 | 192^ | 310 | 318 | 130^ | 254^ | 116^ | 84^ | 378 | 267 |
| 1 WED. 8.00P 30 NBC CS | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| ROLLERGIRLS(S) | | | 196 | A | 11.3 | 23 | 824 | 1557 | 628 | 162^ | 645 | 182^ | 274^ | 270^ | 111^ | 270^ | 430 | 157^ | 176^ | 162^ | 114^ | 226^ | 204^ | 103^ | 278^ | 216^ |
| 2 WED. 8.00P 30 NBC CS | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| SATURDAY NIGHT | 19 | | 199 | A | 11.7 | 36 | 853 | 1805 | 744 | 345 | 744 | 490 | 583 | 399 | 69v | 128^ | 643 | 477 | 596 | 325 | 32v | 45v | 294 | 139^ | 124^ | 99^ |
| 2 SAT. 11.30P 80 NBC GV | | | 98 | B | 9.6 | 31 | 700 | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 12.3 | 34 | 897 | 1786 | 761 | 267 | 761 | 468 | 568 | 416 | 88^ | 147^ | 589 | 423 | 536 | 314 | 34v | 53v | 286 | 163^ | 150^ | 128^ |
| 12.00 - 12.30 | | | | A | 12.0 | 38 | 875 | 1822 | 728 | 378 | 728 | 501 | 590 | 392 | 58v | 116^ | 665 | 520 | 631 | 312 | 25v | 34v | 296 | 143^ | 133^ | 107^ |
| 12.30 - 1.00 | | | | A | 10.3 | 38 | 751 | 1812 | 747 | 434 | 747 | 513 | 609 | 388 | 52v | 116^ | 698 | 497 | 638 | 366 | 42v | 49v | 306^ | 89^ | 61v | 30v |
| 60 MINUTES | 33 | 204 | 203 | A | 20.6 | 41 | 1502 | 1792 | 756 | 289 | 828 | 246 | 441 | 453 | 115 | 303 | 796 | 248 | 431 | 427 | 120 | 272 | 77^ | 18v | 91 | 51^ |
| SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 24.2 | 40 | 1764 | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 19.4 | 41 | 1414 | 1772 | 754 | 275 | 822 | 241 | 431 | 445 | 114 | 308 | 796 | 234 | 420 | 427 | 122 | 282 | 75^ | 18v | 79^ | 42^ |
| 7.30 - 8.00 | | | | A | 21.9 | 41 | 1597 | 1800 | 755 | 301 | 831 | 250 | 450 | 461 | 115 | 297 | 792 | 256 | 436 | 421 | 117 | 266 | 78 | 17v | 99 | 61^ |
| STARS SALUTE ISRAEL AT 30(S) | | | 192 | A | 12.8 | 21 | 933 | 1759 | 780 | 303 | 829 | 289 | 445 | 467 | 130^ | 253 | 551 | 204^ | 308 | 265 | 88^ | 219^ | 204^ | 132^ | 175^ | 121^ |
| 2 MON. 9.00P 120 ABC GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 14.7 | 22 | 1072 | 1879 | 807 | 285 | 849 | 376 | 536 | 508 | 88^ | 206^ | 511 | 207^ | 293 | 258 | 62^ | 195^ | 217^ | 147^ | 302 | 232 |
| 9.30 - 10.00 | | | | A | 13.9 | 21 | 1013 | 1736 | 793 | 297 | 849 | 316 | 469 | 473 | 130^ | 246 | 519 | 158^ | 262 | 262 | 80^ | 208^ | 233 | 141^ | 135^ | 81^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST MAY 1978 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| STARS SALUTE ISRAEL-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 12.1 | 20 | 882 | 1721 | 739 | 320 | 784 | 229^ | 369 | 408 | 162^ | 286 | 561 | 227^ | 327 | 253^ | 114^ | 219^ | 213^ | 136^ | 153^ | 96^ |
| 10.30 - 11.00 | | | | A | 10.7 | 19 | 780 | 1617 | 741 | 301 | 794 | 187^ | 356 | 451 | 153^ | 283^ | 613 | 231^ | 361 | 283^ | 110^ | 252^ | 141^ | 96^ | 63v | 45v |
| STARSKY AND HUTCH | 14 | 201 | 203 | A | 20.4 | 35 | 1487 | 1895 | 805 | 272 | 858 | 406 | 601 | 470 | 81 | 202 | 583 | 269 | 409 | 324 | 85 | 142 | 225 | 99 | 229 | 144 |
| WED. 10.00P 60 ABC OP | | 99 | 99 | B | 19.8 | 34 | 1443 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 20.6 | 35 | 1502 | 1911 | 790 | 267 | 850 | 393 | 586 | 461 | 82 | 204 | 577 | 262 | 396 | 317 | 90 | 147 | 228 | 104 | 256 | 164 |
| 10.30 - 11.00 | | | | A | 20.1 | 35 | 1465 | 1880 | 822 | 275 | 867 | 420 | 613 | 481 | 79^ | 201 | 590 | 278 | 421 | 331 | 81^ | 139 | 220 | 94 | 203 | 124 |
| STARSKY AND HUTCH-11:30 | 16 | 175 | 177 | A | 6.7 | 26 | 488 | 1461 | 632 | 198^ | 725 | 255 | 437 | 466 | 43v | 150^ | 491 | 271 | 340 | 266 | 67^ | 116^ | 170^ | 98^ | 75^ | 52v |
| 1 THU. 11.30P 65 ABC OP | | 97 | 97 | B | 6.8 | 27 | 496 | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.9 | 23 | 503 | 1612 | 650 | 216^ | 727 | 257 | 447 | 485 | 29v | 137^ | 532 | 266 | 359 | 289 | 79^ | 140^ | 215^ | 129^ | 138^ | 83^ |
| 12.00 - 12.30 | | | | A | 6.6 | 30 | 481 | 1393 | 639 | 197^ | 747 | 270 | 449 | 464 | 62v | 167^ | 475 | 291 | 340 | 262 | 61v | 94^ | 142^ | 77^ | 29v | 29v |
| SUGAR TIME | 3 | 166 | | A | 9.6 | 17 | 700 | 1749 | 707 | 227^ | 775 | 352 | 523 | 339 | 90^ | 212^ | 492 | 247^ | 322^ | 257^ | 84v | 170^ | 147^ | 93^ | 335^ | 164^ |
| 1 MON. 8.00P 30 ABC CS | | 91 | | B | 12.3 | 21 | 897 | | | | | | | | | | | | | | | | | | | |
| TED KNIGHT SHOW | 5 | 190 | 185 | A | 11.5 | 23 | 838 | 1821 | 733 | 296 | 836 | 252 | 381 | 328 | 166 | 375 | 560 | 209 | 291 | 270 | 133^ | 218 | 161 | 73^ | 264 | 160 |
| SAT. 8.30P 30 CBS CS | | 96 | 95 | B | 12.6 | 24 | 919 | | | | | | | | | | | | | | | | | | | |
| THREE'S COMPANY | 30 | 204 | 202 | A | 27.9 | 44 | 2034 | 2110 | 751 | 267 | 840 | 367 | 549 | 439 | 82 | 219 | 544 | 245 | 371 | 280 | 93 | 152 | 298 | 150 | 428 | 305 |
| TUE. 9.00P 30 ABC CS | | 99 | 99 | B | 28.3 | 42 | 2063 | | | | | | | | | | | | | | | | | | | |
| TOMA | 14 | 163 | 164 | A | 4.4 | 28 | 321 | 1031 | 449 | 128^ | 511 | 199^ | 333^ | 325^ | 40v | 99^ | 426 | 236^ | 345^ | 241^ | 40v | 59v | 94v | 59v | LT | LT |

| PROGRAM | T/C | WK 1 | WK 2 | KEY | AVG AUD % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | MEN TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS TOTAL | FEM | CHILDREN TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 THU. 12.35A 37 ABC OP | | 95 | 95 | B | 4.4 | 27 | 321 | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.36A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 4.7 | 28 | 343 | 1061 | 421 | 127^ | 515 | 178^ | 332^ | 297^ | 40v | 110^ | 428 | 247^ | 329^ | 204^ | 46v | 67v | 118^ | 88v | LT | LT |
| TOMORROW SHOW | 120 | 172 | 173 | A | 2.8 | 24 | 204 | 1392 | 807 | 269^ | 862 | 284^ | 436 | 440 | 108^ | 289 | 491 | 255^ | 344 | 270^ | 24v | 93^ | 39v | LT | LT | LT |
| M-TH 1.00A 45 NBC CC | | 97 | 97 | B | 2.6 | 22 | 190 | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.0 | 24 | 219 | 1461 | 848 | 278 | 903 | 306 | 465 | 466 | 119^ | 301 | 511 | 265^ | 351 | 266^ | 36v | 109^ | 47v | LT | LT | LT |
| TONIGHT SHOW | 150 | 211 | 210 | A | 7.9 | 31 | 576 | 1569 | 812 | 293 | 869 | 331 | 519 | 468 | 128 | 260 | 596 | 268 | 412 | 321 | 76^ | 151 | 67^ | 21v | 37^ | 15v |
| 1 MTUWF 11.30P 75 NBC GV | | 99 | 99 | B | 8.2 | 31 | 598 | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.30P 76 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.30P 78 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU-F 11.30P 75 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 9.8 | 32 | 714 | 1622 | 820 | 291 | 881 | 331 | 534 | 470 | 127 | 263 | 622 | 278 | 419 | 313 | 88 | 171 | 68^ | 26^ | 51^ | 25^ |
| 12.00 - 12.30 | | | | A | 7.2 | 30 | 525 | 1547 | 812 | 299 | 865 | 337 | 514 | 467 | 127 | 257 | 588 | 266 | 411 | 331 | 65^ | 144 | 64^ | 19v | 30^ | 12v |
| TUESDAY MOVIE OF THE WEEK | 27 | 169 | | A | 4.9 | 22 | 357 | 1462 | 738 | 95v | 861 | 286^ | 507^ | 485^ | 79v | 278^ | 502^ | 182^ | 272^ | 297^ | 105v | 165v | 63v | 36v | 36v | 36v |
| 1 TUE. 11.30P 96 ABC FF | | 95 | | B | 5.7 | 23 | 416 | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 5.8 | 20 | 423 | 1749 | 863 | 218^ | 969 | 297^ | 589 | 607 | 81v | 268^ | 558 | 218^ | 302^ | 298^ | 150^ | 196^ | 125v | 95v | 97v | 97v |
| 12.00 - 12.30 | | | | A | 5.2 | 24 | 379 | 1306 | 655 | 21v | 784 | 283^ | 454^ | 421^ | 75v | 268^ | 491^ | 192^ | 283^ | 298^ | 93v | 146v | 31v | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.0 | 24 | 292 | 1264 | 650^ | 21v | 804 | 287^ | 466^ | 390^ | 75v | 297^ | 432^ | 130v | 219^ | 281^ | 55v | 151v | 28v | LT | LT | LT |
| WALTONS | 27 | 206 | | A | 16.6 | 29 | 1210 | 1863 | 774 | 185^ | 923 | 317 | 457 | 371 | 183^ | 390 | 527 | 149^ | 222 | 218 | 86^ | 231 | 156^ | 56^ | 257 | 147^ |
| 1 THU. 8.00P 60 CBS GD | | 99 | | B | 20.6 | 33 | 1502 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.1 | 27 | 1101 | 1862 | 768 | 184^ | 920 | 309 | 469 | 368 | 187^ | 397 | 529 | 136^ | 211^ | 220 | 93^ | 244 | 164^ | 58^ | 249 | 139^ |
| 8.30 - 9.00 | | | | A | 18.2 | 31 | 1327 | 1843 | 772 | 183 | 914 | 319 | 442 | 370 | 179 | 380 | 522 | 160^ | 229 | 213 | 83^ | 222 | 148^ | 54^ | 259 | 151^ |
| WED. MYSTERY OF THE WEEK | 28 | 156 | 159 | A | 2.6 | 19 | 190 | 1042 | 463^ | 47v | 500^ | 237^ | 358^ | 384^ | 64v | 116v | 521^ | 164^ | 426^ | 437^ | 31v | 52v | LT | LT | LT | LT |
| 1 WED. 12.33A 63 ABC SM | | 93 | 93 | B | 3.4 | 23 | 248 | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.35A 59 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME (WK # DAY START TIME DUR NET PROG TYPE) | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD % | SHARE % | AVG. AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WED. MYSTERY OF TH-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 2.7 | 18 | 197 | 1117 | 564^ | 35v | 599^ | 234^ | 360^ | 426^ | 102v | 173^ | 461^ | 178^ | 415^ | 365^ | LT | 46v | 26v | LT | 31v | 31v |
| 1.00 - 1.30 | | | | A | 2.5 | 20 | 182 | 1082 | 417^ | 55v | 472^ | 247^ | 374^ | 374^ | 43v | 98v | 610^ | 176^ | 478^ | 528^ | 33v | 55v | LT | LT | LT | LT |
| WEEKEND(S) | | 192 | | A | 5.6 | 19 | 408 | 1770 | 725 | 323^ | 759 | 320^ | 573^ | 434^ | 53v | 145v | 771 | 311^ | 508^ | 491^ | 104v | 155^ | 111v | 15v | 129v | 76v |
| 1 SAT. 11.39P 90 NBC DN | | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.2 | 21 | 525 | 1935 | 773 | 331^ | 832 | 319^ | 579 | 500 | 71v | 195^ | 757 | 256^ | 490 | 455 | 116^ | 190^ | 159^ | 45v | 187^ | 118^ |
| 12.00 - 12.30 | | | | A | 5.9 | 19 | 430 | 1872 | 775 | 428^ | 819 | 377^ | 659 | 503^ | 42v | 117v | 788 | 318^ | 520^ | 472^ | 112v | 161^ | 95v | LT | 170^ | 82v |
| 12.30 - 1.00 | | | | A | 4.7 | 18 | 343 | 1589 | 658^ | 218^ | 658^ | 264^ | 495^ | 332^ | 47v | 128v | 795 | 371^ | 531^ | 552^ | 98v | 130v | 100v | LT | 36v | 36v |
| WELCOME BACK,KOTTER | 30 | | 197 | A | 16.2 | 31 | 1181 | 1743 | 638 | 236 | 739 | 359 | 467 | 354 | 57^ | 199 | 512 | 239 | 329 | 279 | 91^ | 141^ | 175^ | 95^ | 317 | 195^ |
| 2 THU. 8.00P 30 ABC CS | | | 99 | B | 20.2 | 33 | 1473 | | | | | | | | | | | | | | | | | | | |
| WHAT'S HAPPENING | 4 | 188 | 190 | A | 19.2 | 33 | 1400 | 1927 | 646 | 234 | 738 | 310 | 472 | 391 | 79^ | 212 | 512 | 227 | 324 | 259 | 109 | 161 | 205 | 97 | 472 | 290 |
| THU. 8.30P 30 ABC CS | | 98 | 99 | B | 19.9 | 34 | 1451 | | | | | | | | | | | | | | | | | | | |
| WONDER WOMAN | 27 | 191 | 189 | A | 14.5 | 29 | 1057 | 2255 | 646 | 310 | 722 | 330 | 526 | 442 | 92^ | 153 | 615 | 268 | 421 | 388 | 76^ | 146 | 183 | 70^ | 735 | 374 |
| FRI. 8.00P 60 CBS SF | | 99 | 97 | B | 15.6 | 27 | 1137 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.7 | 28 | 999 | 2166 | 622 | 300 | 699 | 312 | 502 | 415 | 94^ | 154 | 605 | 260 | 403 | 377 | 76^ | 154 | 174 | 68^ | 688 | 350 |
| 8.30 - 9.00 | | | | A | 15.3 | 29 | 1115 | 2326 | 661 | 316 | 735 | 342 | 542 | 465 | 88^ | 149 | 623 | 276 | 437 | 395 | 77^ | 142 | 194 | 75^ | 774 | 395 |
| WONDERFUL WORLD OF DISNEY | 28 | 210 | 211 | A | 13.7 | 26 | 999 | 2197 | 754 | 229 | 800 | 290 | 449 | 402 | 119^ | 290 | 608 | 257 | 395 | 358 | 95^ | 171 | 220 | 99^ | 569 | 333 |
| 1 SUN. 7.00P 60 NBC FV | | 99 | 98 | B | 16.9 | 28 | 1232 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 7.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 11.4 | 24 | 831 | 2119 | 789 | 213 | 818 | 286 | 428 | 349 | 121^ | 337 | 616 | 244 | 373 | 299 | 100^ | 205 | 204 | 83^ | 481 | 282 |
| 7.30 - 8.00 | | | | A | 13.6 | 26 | 991 | 2081 | 748 | 229 | 789 | 273 | 404 | 362 | 142 | 331 | 591 | 239 | 372 | 333 | 96^ | 177 | 219 | 102^ | 482 | 270 |
| 8.00 - 8.30 | | | | A | 15.2 | 29 | 1108 | 2270 | 721 | 235 | 781 | 281 | 456 | 436 | 109^ | 243 | 595 | 252 | 395 | 388 | 97^ | 154^ | 227 | 103^ | 667 | 413 |
| 8.30 - 9.00 | | | | A | 17.3 | 30 | 1261 | 2380 | 738 | 244 | 802 | 330 | 530 | 498 | 93^ | 200 | 621 | 302 | 454 | 442 | 79^ | 122^ | 227 | 108^ | 730 | 452 |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) | | 174 | | A | 5.6 | 18 | 408 | 1777 | 518^ | 208^ | 611 | 334^ | 391^ | 265^ | 97v | 179^ | 352^ | 139v | 213^ | 181^ | 54v | 123v | 214^ | 173^ | 600 | 287^ |
| 1 WED. 4.30P 60 ABC FV | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 5.3 | 18 | 386 | 1790 | 509^ | 194^ | 605^ | 342^ | 402^ | 234^ | 110v | 203^ | 250^ | 82v | 145v | 120v | 39v | 105v | 214^ | 187^ | 721 | 272^ |
| 5.00 - 5.30 | | | | A | 6.0 | 18 | 437 | 1712 | 512^ | 215^ | 592 | 313^ | 363^ | 284^ | 84v | 150^ | 425^ | 184^ | 267^ | 231^ | 65v | 130v | 211^ | 158^ | 484^ | 294^ |
| ALL IN THE FAMILY M-F | 112 | 195 | 195 | A | 7.1 | 26 | 518 | 1367 | 739 | 110^ | 776 | 192 | 374 | 373 | 135 | 328 | 278 | 91^ | 123 | 73^ | 54^ | 139 | 170 | 83^ | 143 | 68^ |
| M-F 3.30P 30 CBS CS | | 98 | 98 | B | 8.6 | 27 | 627 | | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | 149 | 186 | 186 | A | 7.7 | 32 | 561 | 1412 | 891 | 207 | 964 | 478 | 682 | 549 | 73^ | 189 | 283 | 115 | 147 | 115 | 53^ | 134 | 98^ | 84^ | 67^ | 22v |
| M-F 1.00P 60 ABC DD | | 98 | 98 | B | 8.4 | 31 | 612 | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 7.9 | 34 | 576 | 1392 | 884 | 207 | 953 | 472 | 670 | 547 | 71^ | 184 | 285 | 119 | 151 | 107 | 55^ | 134 | 89^ | 78^ | 65^ | 25v |
| 1.30 - 2.00 | | | | A | 7.6 | 31 | 554 | 1377 | 878 | 197 | 952 | 476 | 681 | 538 | 73^ | 189 | 257 | 99^ | 128 | 113 | 50^ | 127 | 101^ | 84^ | 67^ | 16v |
| ANOTHER WORLD | 146 | 206 | 206 | A | 8.0 | 30 | 583 | 1290 | 794 | 128 | 865 | 238 | 443 | 428 | 124 | 355 | 225 | 53^ | 87^ | 84^ | 82^ | 125 | 77^ | 44^ | 123 | 49^ |
| M-F 3.00P 60 NBC DD | | 99 | 99 | B | 8.6 | 29 | 627 | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 7.4 | 29 | 539 | 1286 | 801 | 124 | 872 | 248 | 456 | 438 | 119 | 349 | 226 | 54^ | 91^ | 92^ | 86^ | 122 | 78^ | 47^ | 110 | 39^ |
| 3.30 - 4.00 | | | | A | 8.5 | 31 | 620 | 1295 | 795 | 133 | 865 | 228 | 434 | 424 | 129 | 364 | 222 | 51^ | 83^ | 75^ | 79^ | 130 | 73^ | 43^ | 135 | 55^ |
| AS THE WORLD TURNS | 146 | 202 | 201 | A | 7.5 | 30 | 547 | 1210 | 873 | 154 | 924 | 186 | 409 | 439 | 194 | 451 | 190 | 22v | 67^ | 59^ | 38^ | 115 | 43^ | 37^ | 53^ | 9v |
| M-F 1.30P 60 CBS DD | | 99 | 99 | B | 8.6 | 31 | 627 | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | | | | A | 7.2 | 29 | 525 | 1202 | 859 | 166 | 897 | 183 | 384 | 411 | 204 | 457 | 211 | 29^ | 84^ | 73^ | 42^ | 117 | 40^ | 34^ | 54^ | LT |
| ?.00 - 2.30 | | | | A | 7.9 | 31 | 576 | 1188 | 877 | 133 | 930 | 184 | 425 | 454 | 181 | 437 | 166 | 13v | 50^ | 45^ | 36^ | 110 | 41^ | 35^ | 51^ | 14v |
| CAPTAIN KANGAROO | 149 | 187 | 187 | A | 3.0 | 19 | 219 | 1758 | 374 | 68^ | 387 | 200^ | 301 | 246^ | 40v | 72^ | 209^ | 100^ | 146^ | 101^ | LT | 45v | 111^ | 55v | 1051 | 165^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY A - CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

| PROGRAM NAME | WK # DAY | START TIME | DUR | NET | PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAPTAIN KANGAROO-CONT'D | M-F | 8.00A | 60 | CBS | C | | 99 | 99 | B | 3.6 | 21 | 262 | | | | | | | | | | | | | | | | | | | |
| | | 8.00 - 8.30 | | | | | | | A | 2.8 | 18 | 204 | 1892 | 320 | 64v | 339 | 182^ | 255^ | 203^ | 49v | 74^ | 216^ | 103^ | 157^ | 89^ | LT | 49v | 102^ | 44v | 1235 | 230^ |
| | | 8.30 - 9.00 | | | | | | | A | 3.2 | 21 | 233 | 1618 | 413 | 77^ | 421 | 219^ | 339 | 275 | 34v | 70^ | 197^ | 94^ | 133^ | 112^ | LT | 38v | 107^ | 60v | 893 | 111^ |
| CARD SHARKS | | | | | | 10 | 164 | 164 | A | 4.2 | 26 | 306 | 1402 | 716 | 92^ | 768 | 147^ | 328 | 342 | 154^ | 343 | 375 | 88^ | 166^ | 125^ | 104^ | 172^ | 98^ | 58^ | 161^ | 95^ |
| | M-F | 10.00A | 30 | NBC | QG | | 90 | 90 | B | 4.2 | 26 | 306 | | | | | | | | | | | | | | | | | | | |
| CBS MID-DAY NEWS-EDWARDS | | | | | | 148 | 172 | 173 | A | 4.9 | 24 | 357 | 1162 | 853 | 101^ | 916 | 210 | 423 | 425 | 203 | 432 | 148^ | 25v | 67^ | 58^ | 37v | 73^ | 47^ | 39v | 51^ | LT |
| | M-F | 11.55A | 4 | CBS | N | | 90 | 90 | B | 5.7 | 25 | 416 | | | | | | | | | | | | | | | | | | | |
| CBS MORNING NEWS | | | | | | 150 | 177 | 177 | A | 2.0 | 16 | 146 | 1151 | 590 | 143^ | 603 | 137^ | 322^ | 294^ | 123^ | 274^ | 404 | 116^ | 179^ | 185^ | 82v | 205^ | LT | LT | 117^ | 55v |
| | M-F | 7.15A | 45 | CBS | N | | 96 | 96 | B | 2.2 | 16 | 160 | | | | | | | | | | | | | | | | | | | |
| | | 7.30 - 8.00 | | | | | | | A | 2.0 | 15 | 146 | 1151 | 603 | 150^ | 617 | 123^ | 329^ | 288^ | 123^ | 288^ | 357^ | 95v | 158^ | 144^ | 74v | 199^ | LT | LT | 150/ | 55v |
| DAYS OF OUR LIVES | | | | | | 149 | 206 | 206 | A | 6.6 | 26 | 481 | 1268 | 843 | 123 | 882 | 212 | 397 | 404 | 150 | 396 | 289 | 81^ | 108^ | 94^ | 95^ | 172 | 43^ | 33^ | 54^ | 21v |
| | M-F | 1.30P | 60 | NBC | DD | | 99 | 99 | B | 6.9 | 25 | 503 | | | | | | | | | | | | | | | | | | | |
| | | 1.30 - 2.00 | | | | | | | A | 6.3 | 25 | 459 | 1266 | 829 | 130 | 871 | 216 | 384 | 384 | 152 | 402 | 308 | 88^ | 109^ | 92^ | 98^ | 185 | 37^ | 28v | 50^ | 20v |
| | | 2.00 - 2.30 | | | | | | | A | 6.9 | 27 | 503 | 1250 | 844 | 109^ | 884 | 206 | 403 | 418 | 148 | 388 | 269 | 75^ | 105^ | 92^ | 93^ | 160 | 44^ | 34^ | 53^ | 18v |
| DOCTORS | | | | | | 146 | 200 | 200 | A | 6.3 | 25 | 459 | 1257 | 825 | 95^ | 893 | 222 | 416 | 406 | 137 | 404 | 250 | 66^ | 108^ | 105^ | 85^ | 129 | 62^ | 41^ | 52^ | 22v |
| | M-F | 2.30P | 30 | NBC | DD | | 98 | 98 | B | 6.5 | 23 | 474 | | | | | | | | | | | | | | | | | | | |
| EDGE OF NIGHT | | | | | | 143 | 165 | 165 | A | 5.2 | 19 | 379 | 1288 | 814 | 97^ | 897 | 324 | 538 | 506 | 123^ | 304 | 131^ | 55^ | 58^ | 48^ | 21v | 68^ | 143^ | 100^ | 117^ | 61^ |
| | M-F | 4.00P | 30 | ABC | DD | | 89 | 89 | B | 5.3 | 17 | 386 | | | | | | | | | | | | | | | | | | | |
| FAMILY FEUD | | | | | | 148 | 181 | 183 | A | 7.1 | 34 | 518 | 1469 | 820 | 77^ | 843 | 375 | 542 | 454 | 106^ | 219 | 354 | 140 | 175 | 107^ | 87^ | 163 | 83^ | 71^ | 189 | 27v |
| | M-F | 11.30A | 30 | ABC | QP | | 98 | 98 | B | 8.6 | 38 | 627 | | | | | | | | | | | | | | | | | | | |
| FOR RICHER, FOR POORER | | | | | | 93 | 161 | 160 | A | 3.1 | 13 | 226 | 1345 | 694 | 150^ | 787 | 181^ | 367 | 287 | 102^ | 363 | 275 | 75^ | 93^ | 57v | 97^ | 169^ | 93^ | 49v | 190^ | 125^ |
| | M-F | 1.00P | 30 | NBC | DD | | 82 | 82 | B | 3.8 | 14 | 277 | | | | | | | | | | | | | | | | | | | |
| GENERAL HOSPITAL | | | | | | 74 | 187 | 187 | A | 6.5 | 24 | 474 | 1270 | 852 | 122^ | 923 | 413 | 611 | 517 | 146 | 261 | 143 | 42^ | 54^ | 58^ | 30v | 78^ | 109^ | 87^ | 95^ | 36^ |
| | M-F | 3.00P | 60 | ABC | DD | | 98 | 98 | B | 7.2 | 24 | 525 | | | | | | | | | | | | | | | | | | | |
| | | 3.00 - 3.30 | | | | | | | A | 6.3 | 25 | 459 | 1235 | 826 | 122^ | 902 | 420 | 605 | 499 | 143 | 248 | 148 | 48^ | 56^ | 54^ | 31v | 83^ | 93^ | 83^ | 92^ | 35^ |
| | | 3.30 - 4.00 | | | | | | | A | 6.6 | 24 | 481 | 1295 | 888 | 120^ | 951 | 409 | 622 | 539 | 149 | 275 | 128 | 35^ | 45^ | 49^ | 30v | 73^ | 122 | 91^ | 94^ | 33^ |
| GONG SHOW | | | | | | 99 | 171 | 171 | A | 4.0 | 18 | 292 | 1425 | 644 | 153^ | 671 | 174^ | 305 | 305 | 113^ | 295 | 466 | 164^ | 195^ | 127^ | 75^ | 239 | 96^ | 52^ | 192^ | 75^ |
| | M-F | 12.30P | 30 | NBC | QG | | 86 | 86 | B | 4.8 | 19 | 350 | | | | | | | | | | | | | | | | | | | |
| GOOD MORNING, AMERICA-730 | | | | | | 150 | 183 | 183 | A | 2.5 | 19 | 182 | 1324 | 768 | 164^ | 785 | 258^ | 412 | 368 | 94^ | 319^ | 323 | 93^ | 159^ | 159^ | 66v | 120^ | 28v | LT | 188^ | 71v |
| | M-F | 7.30A | 30 | ABC | N | | 97 | 97 | B | 3.1 | 21 | 226 | | | | | | | | | | | | | | | | | | | |
| GOOD MORNING, AMERICA-830 | | | | | | 150 | 185 | 184 | A | 3.4 | 22 | 248 | 1270 | 779 | 96^ | 815 | 214^ | 440 | 403 | 109^ | 347 | 311 | 85^ | 154^ | 101^ | 105^ | 149^ | 31v | 28v | 113^ | 60^ |
| | M-F | 8.30A | 30 | ABC | N | | 94 | 94 | B | 3.6 | 21 | 262 | | | | | | | | | | | | | | | | | | | |
| GUIDING LIGHT | | | | | | 116 | 192 | 193 | A | 7.3 | 29 | 532 | 1263 | 866 | 120 | 928 | 174 | 409 | 432 | 168 | 438 | 191 | 33^ | 63^ | 51^ | 46^ | 120 | 78^ | 51^ | 66^ | 21v |
| | M-F | 2.30P | 60 | CBS | DD | | 99 | 99 | B | 7.9 | 27 | 576 | | | | | | | | | | | | | | | | | | | |
| | | 2.30 - 3.00 | | | | | | | A | 7.5 | 30 | 547 | 1230 | 871 | 122 | 938 | 178 | 419 | 446 | 166 | 438 | 173 | 26v | 53^ | 45^ | 48^ | 113 | 65^ | 50^ | 54^ | 13v |
| | | 3.00 - 3.30 | | | | | | | A | 7.0 | 27 | 510 | 1284 | 866 | 117 | 923 | 171 | 403 | 424 | 168 | 439 | 201 | 41^ | 70^ | 48^ | 45^ | 126 | 87^ | 53^ | 73^ | 24v |
| HAPPY DAYS M-F | | | | | | 148 | 169 | 170 | A | 5.3 | 29 | 386 | 1301 | 578 | 83^ | 635 | 368 | 498 | 370 | 33v | 98^ | 272 | 170 | 206 | 107^ | 12v | 48^ | 108^ | 85^ | 286 | 54^ |
| | M-F | 11.00A | 30 | ABC | CS | | 95 | 95 | B | 6.3 | 30 | 459 | | | | | | | | | | | | | | | | | | | |
| HOLLYWOOD SQUARES | | | | | | 145 | 188 | 188 | A | 5.0 | 29 | 365 | 1255 | 695 | 121^ | 734 | 180 | 317 | 329 | 142^ | 310 | 393 | 132^ | 178 | 130^ | 88^ | 155^ | 71^ | 31v | 57^ | 33v |
| | M-F | 10.30A | 30 | NBC | QP | | 94 | 94 | B | 5.3 | 27 | 386 | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LOVE OF LIFE | 148 | 187 | 187 | A | 5.1 | 25 | 372 | 1183 | 865 | 102^ | 911 | 231 | 459 | 449 | 170 | 392 | 148^ | 29v | 72^ | 59^ | 35v | 73^ | 41^ | 32v | 83^ | 14v |
| M-F 11.30A 30 CBS DD | | 97 | 97 | B | 5.9 | 27 | 430 | | | | | | | | | | | | | | | | | | | |
| MAGAZINE(S) | | 187 | | A | 4.2 | 23 | 306 | 1301 | 582^ | 85v | 582^ | 295^ | 396^ | 392^ | 69v | 105v | 322^ | 60v | 102v | 69v | 49v | 220^ | LT | LT | 388^ | 135v |
| 1 THU. 10.00A 60 CBS DN | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 3.9 | 22 | 284 | 1349 | 683^ | 134v | 683^ | 331^ | 497^ | 496^ | 88v | 88v | 289^ | 68v | 88v | 53v | LT | 201v | LT | LT | 377^ | 102v |
| 10.30 - 11.00 | | | | A | 4.4 | 24 | 321 | 1265 | 489^ | 37v | 489^ | 261^ | 302^ | 300^ | 52v | 118v | 351^ | 49v | 112v | 81v | 94v | 239^ | 19v | LT | 406^ | 165v |
| MATCH GAME '78 | 86 | 150 | 149 | A | 5.4 | 19 | 394 | 1350 | 741 | 116^ | 784 | 186 | 293 | 285 | 179 | 415 | 305 | 56^ | 107^ | 88^ | 54^ | 186 | 91^ | 45^ | 170 | 59^ |
| 1 M-F 4.00P 30 CBS QP | | 82 | 81 | B | 6.0 | 18 | 437 | | | | | | | | | | | | | | | | | | | |
| 2 MTUWF 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEW HIGH ROLLERS | 10 | 195 | 196 | A | 5.2 | 28 | 379 | 1219 | 718 | 103^ | 766 | 149^ | 283 | 326 | 142^ | 361 | 369 | 61^ | 106^ | 107^ | 97^ | 219 | 44^ | 31v | 40^ | 19v |
| M-F 11.00A 30 NBC QG | | 98 | 98 | B | 5.2 | 28 | 379 | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | 75 | 188 | 187 | A | 6.2 | 25 | 452 | 1310 | 854 | 172 | 927 | 487 | 679 | 525 | 123^ | 199 | 182 | 69^ | 86^ | 71^ | 22v | 86^ | 119^ | 104^ | 82^ | 22v |
| M-F 2.00P 60 ABC DD | | 99 | 99 | B | 7.1 | 25 | 518 | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 6.0 | 24 | 437 | 1318 | 852 | 173 | 926 | 507 | 685 | 510 | 114^ | 188 | 190 | 78^ | 99^ | 75^ | 25v | 87^ | 129^ | 113^ | 73^ | 17v |
| 2.30 - 3.00 | | | | A | 6.4 | 26 | 467 | 1281 | 848 | 161 | 921 | 462 | 666 | 532 | 134 | 210 | 163 | 56^ | 68^ | 63^ | 19v | 83^ | 109^ | 97^ | 88^ | 28v |
| PASS THE BUCK | 23 | 154 | 153 | A | 3.0 | 19 | 219 | 1402 | 808 | 77^ | 827 | 269 | 498 | 407 | 77^ | 301 | 302 | 49v | 100^ | 81^ | 46v | 184^ | 27v | 27v | 246^ | 37v |
| 1 MTUWF 10.00A 30 CBS QG | | 83 | 82 | B | 3.0 | 18 | 219 | | | | | | | | | | | | | | | | | | | |
| 2 M-F 10.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRICE IS RIGHT 1 | 89 | 181 | 181 | A | 4.5 | 26 | 328 | 1476 | 774 | 69^ | 826 | 223 | 394 | 358 | 140^ | 374 | 327 | 52^ | 126^ | 120^ | 52^ | 176^ | 42v | 39v | [illegible] | [illegible] |
| 1 MTUWF 10.30A 30 CBS AP | | 93 | 93 | B | 5.9 | 29 | 430 | | | | | | | | | | | | | | | | | | | |
| 2 M-F 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRICE IS RIGHT 2 | 93 | 178 | 181 | A | 5.2 | 28 | 379 | 1425 | 801 | 95^ | 833 | 208 | 365 | 340 | 171 | 416 | 310 | 57^ | 121^ | 109^ | 49^ | 164 | 57^ | 42^ | 225 | 51^ |
| M-F 11.00A 30 CBS AP | | 92 | 93 | B | 6.4 | 29 | 467 | | | | | | | | | | | | | | | | | | | |
| RAZZMATAZZ(S) | | | 178 | A | 3.9 | 15 | 284 | 1708 | 888 | 123v | 888 | 232^ | 363^ | 254^ | 226^ | 465^ | 316^ | 46v | 112v | 112v | 57v | 204v | 211v | 158v | 293^ | 95v |
| 2 THU. 4.00P 30 CBS DN | | | 94 | | | | | | | | | | | | | | | | | | | | | | | |
| RYAN'S HOPE | 149 | 177 | 177 | A | 6.4 | 29 | 467 | 1368 | 889 | 157 | 956 | 460 | 663 | 549 | 60^ | 183 | 261 | 75^ | 122^ | 118^ | 19v | 117^ | 61^ | 43^ | 90^ | 36^ |
| M-F 12.30P 30 ABC DD | | 95 | 95 | B | 7.0 | 28 | 510 | | | | | | | | | | | | | | | | | | | |
| SANFORD AND SON M-F | 10 | 168 | 169 | A | 3.1 | 14 | 226 | 1465 | 684 | 102^ | 721 | 136^ | 248^ | 283 | 116^ | 381 | 470 | 133^ | 172^ | 142^ | 114^ | 230^ | 93^ | 53v | 181^ | 128^ |
| M-F 12.00N 30 NBC CS | | 84 | 85 | B | 3.1 | 14 | 226 | | | | | | | | | | | | | | | | | | | |
| SEARCH FOR TOMORROW | 147 | 190 | 189 | A | 6.2 | 28 | 452 | 1215 | 858 | 159 | 929 | 258 | 441 | 407 | 190 | 433 | 169 | 43^ | 67^ | 55^ | 31v | 89^ | 42^ | 37^ | 75^ | 26v |
| M-F 12.30P 30 CBS DD | | 97 | 97 | B | 7.4 | 30 | 539 | | | | | | | | | | | | | | | | | | | |
| TODAY SHOW-7.30AM | 149 | 215 | 215 | A | 4.5 | 32 | 328 | 1393 | 809 | 237 | 867 | 203 | 401 | 400 | 183 | 380 | 405 | 105^ | 146^ | 119^ | 57^ | 247 | 45v | 19v | 76^ | 50^ |
| M-F 7.30A 30 NBC N | | 99 | 99 | B | 4.3 | 28 | 313 | | | | | | | | | | | | | | | | | | | |
| TODAY SHOW-8.30AM | 150 | 211 | 211 | A | 4.9 | 34 | 357 | 1423 | 857 | 216 | 905 | 169 | 407 | 436 | 133^ | 377 | 431 | 55^ | 137^ | 154^ | 58^ | 263 | 39v | LT | 48^ | 22v |
| M-F 8.30A 30 NBC N | | 99 | 99 | B | 4.8 | 30 | 350 | | | | | | | | | | | | | | | | | | | |
| $20,000 PYRAMID | 75 | 159 | 160 | A | 5.0 | 23 | 365 | 1526 | 780 | 133^ | 818 | 396 | 572 | 492 | 77^ | 181 | 358 | 112^ | 195 | 120^ | 52^ | 156^ | 152^ | 94^ | 198 | 47^ |
| M-F 12.00N 30 ABC QG | | 87 | 87 | B | 5.6 | 22 | [illegible]08 | | | | | | | | | | | | | | | | | | | |
| WHEEL OF FORTUNE | 10 | 198 | 199 | A | 5.6 | 28 | 408 | 1289 | 761 | 115^ | 807 | 122^ | 263 | 309 | 144 | 434 | 350 | 49^ | 83^ | 100^ | 71^ | 223 | 51^ | 34v | 81^ | 47^ |
| M-F 11.30A 30 NBC QG | | 97 | 98 | B | 5.6 | 28 | 408 | | | | | | | | | | | | | | | | | | | |
| YOUNG AND THE RESTLESS | 147 | 194 | 194 | A | 7.0 | 32 | 510 | 1257 | 909 | 152 | 961 | 299 | 525 | 451 | 167 | 382 | 162 | 36^ | 59^ | 73^ | 21v | 74^ | 59^ | 50^ | 75^ | 23v |
| M-F 12.00N 30 CBS DD | | 97 | 97 | B | 7.8 | 32 | 569 | | | | | | | | | | | | | | | | | | | |



KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD. % | SHARE % | AVG AUD (0,000) |
|---|---|---|---|---|---|---|---|
| •WEEKEND DAYTIME | | | | | | | |
| ABC WEEKEND SPECIALS | 31 | 170 | 178 | A | 5.6 | 26 | 408 |
| SAT. 12.00N 30 ABC FV | | 90 | 97 | B | 5.9 | 23 | 430 |
| ABC WIDE WORLD-SPORTS SAT | 25 | 201 | 201 | A | 7.5 | 24 | 547 |
| 1 SAT. 4.00P 60 ABC SA | | 99 | 99 | B | 10.5 | 26 | 765 |
| & 6.06P 43 | | | | | | | |
| 2 SAT. 5.00P 90 | | | | | | | |
| 4.00 - 4.30 | | | | A | 4.7 | 17 | 343 |
| 4.30 - 5.00 | | | | A | 5.8 | 20 | 423 |
| 5.00 5.30 | | | | A | 6.8 | 23 | 496 |
| 5.30 - 6.00 | | | | A | 7.5 | 24 | 547 |
| 6.00 - 6.30 | | | | A | 9.5 | 27 | 693 |
| ABC WIDE WORLD-SPORTS SUN | 17 | 190 | 186 | A | 8.4 | 26 | 612 |
| 1 SUN. 5.00P 60 ABC SA | | 98 | 98 | B | 11.5 | 29 | 838 |
| 2 SUN. 4.30P 90 | | | | | | | |
| 4.30 - 5.00 | | | | A | 7.9 | 25 | 576 |
| 5.00 - 5.30 | | | | A | 7.9 | 24 | 576 |
| 5.30 6.00 | | | | A | 9.4 | 28 | 685 |
| ALL NEW SUPERFRIENDS I | 32 | 188 | 187 | A | 3.8 | 36 | 277 |
| SAT. 8.00A 30 ABC CA | | 98 | 98 | B | 4.1 | 33 | 299 |
| ALL NEW SUPERFRIENDS II | 32 | 188 | 187 | A | 5.7 | 37 | 416 |
| SAT. 8.30A 30 ABC CA | | 98 | 98 | B | 6.2 | 36 | 452 |
| AMERICAN BANDSTAND '78 | 28 | 156 | 162 | A | 4.6 | 20 | 335 |
| SAT. 12.30P 60 ABC PC | | 84 | 86 | B | 5.4 | 21 | 394 |
| 12.30 - 1.00 | | | | A | 4.4 | 20 | 321 |
| 1.00 - 1.30 | | | | A | 4.9 | 21 | 357 |
| AMERICAN SPORTSMAN | 3 | | 179 | A | 4.5 | 15 | 328 |
| 2 SUN. 3.30P 60 ABC SA | | | 94 | B | 6.4 | 19 | 467 |
| 3.30 - 4.00 | | | | A | 3.4 | 11 | 248 |
| 4.00 - 4.30 | | | | A | 5.5 | 18 | 401 |
| ANIMALS, ANIMALS, ANIMALS | 30 | 132 | 136 | A | 2.3 | 12 | 168 |
| SUN. 11.30A 30 ABC CL | | 82 | 83 | B | 3.1 | 14 | 226 |
| BAGGY PANTS & THE NITWITS | 13 | 195 | 193 | A | 4.7 | 20 | 343 |
| SAT. 11.00A 30 NBC CA | | 96 | 95 | B | 4.9 | 20 | 357 |
| BATMAN/TARZAN ADV I | 23 | 196 | 195 | A | 7.4 | 31 | 539 |
| SAT. 10.30A 30 CBS CA | | 99 | 96 | B | 8.3 | 33 | 605 |
| BATMAN/TARZAN ADV II | 23 | 197 | 196 | A | 7.6 | 33 | 554 |
| SAT. 11.00A 30 CBS CA | | 99 | 96 | B | 9.3 | 36 | 678 |
| BUGS BUNNY/ROAD RUNNER 1 | 23 | 198 | 196 | A | 6.4 | 31 | 467 |
| SAT. 9.00A 30 CBS CA | | 99 | 99 | B | 7.2 | 32 | 525 |
| BUGS BUNNY/ROAD RUNNER 2 | 23 | 198 | 197 | A | 8.1 | 35 | 590 |
| SAT. 9.30A 30 CBS CA | | 99 | 99 | B | 9.0 | 37 | 656 |
| BUGS BUNNY/ROAD RUNNER 3 | 23 | 198 | 197 | A | 9.5 | 40 | 693 |
| SAT. 10.00A 30 CBS CA | | 99 | 99 | B | 9.7 | 38 | 707 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME | KEY | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM |
|---|---|---|---|---|
| ABC WEEKEND SPECIALS | A | 1505 | 323 | 129^ |
| ABC WIDE WORLD-SPORTS SAT | A | 1750 | 474 | 186^ |
| 4.00 - 4.30 | A | 1682 | 553^ | 333^ |
| 4.30 - 5.00 | A | 1645 | 550^ | 221^ |
| 5.00 5.30 | A | 2073 | 483 | 167^ |
| 5.30 - 6.00 | A | 1872 | 485 | 202^ |
| 6.00 - 6.30 | A | 1632 | 424 | 123^ |
| ABC WIDE WORLD-SPORTS SUN | A | 1964 | 599 | 238 |
| 4.30 - 5.00 | A | 1800 | 454 | 130^ |
| 5.00 - 5.30 | A | 2059 | 660 | 280 |
| 5.30 6.00 | A | 1912 | 591 | 240 |
| ALL NEW SUPERFRIENDS I | A | 1419 | 156^ | 77v |
| ALL NEW SUPERFRIENDS II | A | 1700 | 202^ | 91^ |
| AMERICAN BANDSTAND '78 | A | 1537 | 433 | 134^ |
| 12.30 - 1.00 | A | 1536 | 321^ | 94v |
| 1.00 - 1.30 | A | 1485 | 522 | 160^ |
| AMERICAN SPORTSMAN | A | 2198 | 829 | 354^ |
| 3.30 - 4.00 | A | 2685 | 1039 | 604^ |
| 4.00 - 4.30 | A | 1908 | 706 | 200^ |
| ANIMALS, ANIMALS, ANIMALS | A | 1982 | 315^ | 95v |
| BAGGY PANTS & THE NITWITS | A | 1571 | 227^ | 63v |
| BATMAN/TARZAN ADV I | A | 1894 | 347 | 122^ |
| BATMAN/TARZAN ADV II | A | 1850 | 349 | 112^ |
| BUGS BUNNY/ROAD RUNNER 1 | A | 1848 | 226^ | 77^ |
| BUGS BUNNY/ROAD RUNNER 2 | A | 1997 | 322 | 131^ |
| BUGS BUNNY/ROAD RUNNER 3 | A | 1981 | 359 | 165^ |

| PROGRAM NAME | KEY | WOMEN TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ |
|---|---|---|---|---|---|---|---|
| ABC WEEKEND SPECIALS | A | 332 | 182^ | 265^ | 207^ | LT | 67v |
| ABC WIDE WORLD-SPORTS SAT | A | 488 | 152^ | 245 | 273 | 76^ | 163^ |
| 4.00 - 4.30 | A | 579^ | 110v | 246^ | 278^ | 119v | 257^ |
| 4.30 - 5.00 | A | 578 | 109v | 199^ | 208^ | 149^ | 339^ |
| 5.00 5.30 | A | 483 | 157^ | 284^ | 367^ | 27v | 77v |
| 5.30 - 6.00 | A | 485 | 180^ | 303^ | 358^ | 45v | 84v |
| 6.00 - 6.30 | A | 438 | 155^ | 214 | 231 | 66^ | 141^ |
| ABC WIDE WORLD-SPORTS SUN | A | 646 | 189^ | 344 | 363 | 106^ | 230 |
| 4.30 - 5.00 | A | 454 | 97v | 230^ | 308^ | 79v | 130^ |
| 5.00 - 5.30 | A | 700 | 204^ | 379 | 408 | 111^ | 241 |
| 5.30 6.00 | A | 662 | 205 | 354 | 338 | 111^ | 255 |
| ALL NEW SUPERFRIENDS I | A | 156^ | 87v | 98v | 108v | LT | LT |
| ALL NEW SUPERFRIENDS II | A | 214^ | 127^ | 166^ | 141^ | LT | LT |
| AMERICAN BANDSTAND '78 | A | 460 | 281^ | 364 | 218^ | 22v | 96^ |
| 12.30 - 1.00 | A | 333^ | 221^ | 264^ | 146^ | 28v | 69v |
| 1.00 - 1.30 | A | 552 | 319^ | 435 | 275^ | LT | 117^ |
| AMERICAN SPORTSMAN | A | 833 | 268^ | 464^ | 525^ | 42v | 244^ |
| 3.30 - 4.00 | A | 1039 | 274^ | 529^ | 545^ | LT | 389^ |
| 4.00 - 4.30 | A | 706 | 266^ | 426^ | 517^ | 66v | 150^ |
| ANIMALS, ANIMALS, ANIMALS | A | 315^ | 119v | 262^ | 220^ | 53v | 53v |
| BAGGY PANTS & THE NITWITS | A | 273^ | 163^ | 245^ | 174^ | 14v | 14v |
| BATMAN/TARZAN ADV I | A | 347 | 216^ | 256 | 163^ | 47v | 91^ |
| BATMAN/TARZAN ADV II | A | 363 | 192^ | 215^ | 149^ | 50v | 134^ |
| BUGS BUNNY/ROAD RUNNER 1 | A | 226^ | 157^ | 185^ | 98^ | 26v | 41v |
| BUGS BUNNY/ROAD RUNNER 2 | A | 322 | 224 | 276 | 156^ | 16v | 46v |
| BUGS BUNNY/ROAD RUNNER 3 | A | 359 | 224 | 299 | 178 | 36v | 60^ |

| PROGRAM NAME | KEY | MEN TOTAL | 18-34 | 18-49 | 25-54 | 55-64 | 55+ | TEENS (12-17) TOTAL | FEM | CHILDREN (2-11) TOTAL | 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC WEEKEND SPECIALS | A | 159^ | 103^ | 132^ | 101^ | 12v | 27v | 158^ | 76v | 856 | 568 |
| ABC WIDE WORLD-SPORTS SAT | A | 837 | 385 | 541 | 482 | 91^ | 222 | 205^ | 67^ | 220 | 161^ |
| 4.00 - 4.30 | A | 763 | 230^ | 464^ | 545^ | 106v | 183^ | 187^ | 54v | 153v | 102v |
| 4.30 - 5.00 | A | 750 | 291^ | 475^ | 452^ | 130v | 198^ | 145^ | 25v | 172^ | 101v |
| 5.00 5.30 | A | 941 | 554 | 695 | 483 | 69v | 199^ | 392^ | 183^ | 257^ | 169^ |
| 5.30 - 6.00 | A | 940 | 491 | 646 | 496 | 86v | 226^ | 247^ | 92v | 200^ | 168^ |
| 6.00 - 6.30 | A | 844 | 384 | 534 | 506 | 88^ | 240 | 150^ | 36v | 200 | 155^ |
| ABC WIDE WORLD-SPORTS SUN | A | 851 | 297 | 580 | 471 | 98^ | 226 | 234 | 83^ | 233 | 168^ |
| 4.30 - 5.00 | A | 848 | 344^ | 655 | 518 | 74v | 168^ | 216^ | 49v | 282^ | 208^ |
| 5.00 - 5.30 | A | 904 | 306 | 605 | 506 | 107^ | 256 | 250 | 85^ | 205^ | 175^ |
| 5.30 6.00 | A | 786 | 266 | 515 | 411 | 100^ | 218 | 231 | 98^ | 233 | 143^ |
| ALL NEW SUPERFRIENDS I | A | 152^ | 123^ | 152^ | 43v | LT | LT | 107v | 50v | 1004 | 729 |
| ALL NEW SUPERFRIENDS II | A | 137^ | 98^ | 137^ | 97^ | LT | LT | 154^ | 62v | 1195 | 630 |
| AMERICAN BANDSTAND '78 | A | 264^ | 128^ | 178^ | 116^ | 25v | 86v | 352^ | 274^ | 461 | 287^ |
| 12.30 - 1.00 | A | 267^ | 103^ | 181^ | 132^ | 49v | 86v | 371^ | 240^ | 565 | 353^ |
| 1.00 - 1.30 | A | 252^ | 145^ | 170^ | 101^ | LT | 82v | 328^ | 299^ | 353 | 222^ |
| AMERICAN SPORTSMAN | A | 692^ | 316^ | 525^ | 291^ | 94v | 149v | 346^ | 97v | 327^ | 145v |
| 3.30 - 4.00 | A | 811^ | 368^ | 508^ | 188v | 113v | 255^ | 540^ | 148v | 295^ | 118v |
| 4.00 - 4.30 | A | 621 | 287^ | 537^ | 353^ | 84v | 84v | 229^ | 63v | 352^ | 162^ |
| ANIMALS, ANIMALS, ANIMALS | A | 482^ | 262^ | 315^ | 178v | 155v | 155v | 405^ | 286^ | 780 | 495^ |
| BAGGY PANTS & THE NITWITS | A | 338^ | 157^ | 219^ | 149^ | 93^ | 93^ | 120^ | 35v | 840 | 568 |
| BATMAN/TARZAN ADV I | A | 371 | 228 | 309 | 238 | LT | 36v | 265 | 108^ | 911 | 445 |
| BATMAN/TARZAN ADV II | A | 341 | 215^ | 298 | 207^ | LT | 24v | 292 | 104^ | 854 | 407 |
| BUGS BUNNY/ROAD RUNNER 1 | A | 450 | 288 | 351 | 216^ | 13v | 48v | 224^ | 78^ | 948 | 489 |
| BUGS BUNNY/ROAD RUNNER 2 | A | 433 | 259 | 335 | 226 | LT | 40v | 208 | 82^ | 1034 | 483 |
| BUGS BUNNY/ROAD RUNNER 3 | A | 388 | 255 | 303 | 240 | LT | 32v | 262 | 119^ | 972 | 392 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BYRON NELSON GOLF-SAT.(S) | | 180 | | A | 3.0 | 11 | 219 | 1269 | 611^ | 466^ | 639^ | 188v | 246v | 420^ | 72v | 182v | 415^ | 105v | 178v | 209v | 137v | 206v | 128v | 73v | 87v | 59v |
| 1 SAT 2.30P 90 ABC SE | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | A | 3.0 | 12 | 219 | 1205 | 661^ | 491^ | 661^ | 209v | 278^ | 410^ | 87v | 201v | 373^ | 100v | 169v | 196v | 95v | 177v | 106v | 78v | 65v | 65v |
| 3.00 - 3.30 | | | | A | 2.7 | 11 | 197 | 1289 | 590^ | 457^ | 630^ | 203v | 254v | 457^ | 41v | 148v | 427^ | 81v | 157v | 193v | 177v | 234v | 131v | 86v | 101v | 56v |
| 3.30 - 4.00 | | | | A | 3.3 | 12 | 241 | 1286 | 582^ | 437^ | 611^ | 151v | 205v | 389^ | 84v | 188v | 431^ | 129v | 198v | 232v | 137v | 199v | 144v | 53v | 100v | 59v |
| BYRON NELSON GOLF-SUN(S) | | 191 | | A | 5.1 | 16 | 372 | 1879 | 572^ | 271^ | 580^ | 167^ | 236^ | 275^ | 112v | 268^ | 755 | 310^ | 363^ | 386^ | 182^ | 300^ | 253^ | 123v | 291^ | 272^ |
| 1 SUN. 3.00P 120 ABC SE | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 4.4 | 15 | 321 | 1872 | 543^ | 216^ | 543^ | 210^ | 244^ | 286^ | 128v | 234^ | 835 | 408^ | 464^ | 410^ | 150v | 285^ | 214^ | 161v | 280^ | 280^ |
| 3.30 - 4.00 | | | | A | 4.7 | 16 | 343 | 1793 | 588^ | 294^ | 588^ | 238^ | 270^ | 292^ | 149v | 257^ | 685 | 301^ | 344^ | 331^ | 190^ | 298^ | 257^ | 164v | 263^ | 263^ |
| 4.00 - 4.30 | | | | A | 5.3 | 17 | 386 | 1762 | 535^ | 251^ | 535^ | 100v | 176^ | 217^ | 111v | 285^ | 739 | 272^ | 333^ | 376^ | 194^ | 312^ | 214^ | 45v | 274^ | 241^ |
| 4.30 - 5.00 | | | | A | 6.2 | 18 | 452 | 1956 | 591 | 294^ | 606 | 123v | 238^ | 291^ | 73v | 276^ | 728 | 260^ | 311^ | 397^ | 182^ | 290^ | 294^ | 126v | 328^ | 293^ |
| CBS SAT. FILM FESTIVAL | 25 | 155 | 159 | A | 4.6 | 20 | 335 | 1287 | 242^ | 81v | 284^ | 45v | 74v | 63v | 62v | 176^ | 344^ | 152^ | 235^ | 158^ | 66v | 109^ | 194^ | 15v | 465 | 171^ |
| SAT. 1.30P 30 CBS CL | | 86 | 87 | B | 4.5 | 17 | 328 | | | | | | | | | | | | | | | | | | | |
| CBS SPORTS SPECTACULAR | 29 | 147 | 159 | A | 6.3 | 20 | 459 | 1885 | 444 | 107^ | 447 | 136^ | 260^ | 270 | 67^ | 143^ | 826 | 330 | 579 | 539 | 127^ | 204^ | 198^ | 40v | 414 | 318 |
| 1 SAT. 4.30P 90 CBS SA | | 89 | 88 | B | 7.0 | 19 | 510 | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 5.03P 57 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 6.1 | 20 | 445 | 1890 | 424^ | 185^ | 424^ | 93v | 295^ | 274^ | 78v | 129v | 704 | 339^ | 560 | 541 | 70v | 70v | 281^ | 53v | 481^ | 360^ |
| 5.00 - 5.30 | | | | A | 6.5 | 20 | 474 | 1867 | 422 | 74^ | 420 | 140^ | 255 | 259 | 64v | 137^ | 835 | 318 | 566 | 540 | 130^ | 224^ | 161^ | 27v | 451 | 337 |
| 5.30 - 6.00 | | | | A | 6.4 | 19 | 467 | 1844 | 463 | 109^ | 476 | 145^ | 239^ | 273 | 64v | 157^ | 843 | 327 | 579 | 520 | 144^ | 238^ | 188^ | 45v | 337 | 271 |
| COLONIAL GOLF-SAT.(S) | | | 164 | A | 3.9 | 14 | 284 | 1750 | 598^ | 74v | 605^ | 275^ | 278^ | 370^ | 103v | 155v | 720^ | 244^ | 363^ | 344^ | 98v | 237^ | 172v | 60v | 253^ | 148v |
| 2 SAT. 4.00P 63 CBS SE | | | 91 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 3.9 | 14 | 284 | 1627 | 497^ | 102v | 514^ | 190v | 190v | 278^ | 98v | 122v | 651^ | 218^ | 355^ | 303^ | 88v | 179v | 155v | 59v | 307^ | 180v |
| 4.30 5.00 | | | | A | 3.8 | 13 | 277 | 1888 | 715^ | 58v | 715^ | 379^ | 379^ | 475^ | 112v | 185v | 780^ | 272^ | 366^ | 377^ | 106v | 282^ | 190v | 61v | 203v | 124v |
| COLONIAL GOLF-SUN.(S) | | | 191 | A | 5.8 | 18 | 423 | 1733 | 483^ | 218^ | 509^ | 156^ | 218^ | 274^ | 118v | 218^ | 861 | 293^ | 457^ | 565 | 170^ | 258^ | 209^ | 108v | 154^ | 95v |
| 2 SUN. 4.11P 109 CBS SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 5.3 | 17 | 386 | 1671 | 457^ | 234^ | 483^ | 132v | 214^ | 244^ | 104v | 212^ | 884 | 319^ | 476^ | 593^ | 169^ | 266^ | 206^ | 97v | 98v | 63v |
| 5.00 - 5.30 | | | | A | 5.6 | 17 | 408 | 1809 | 556^ | 243^ | 588 | 205^ | 266^ | 339^ | 135v | 238^ | 883 | 261^ | 443^ | 544^ | 187^ | 279^ | 210^ | 114v | 128v | 85v |
| 5.30 - 6.00 | | | | A | 6.4 | 20 | 467 | 1893 | 528 | 235^ | 558 | 187^ | 248^ | 322^ | 126v | 213^ | 836 | 276^ | 435^ | 537 | 180^ | 261^ | 234^ | 133^ | 265^ | 159^ |
| FACE THE NATION | 30 | 187 | 188 | A | 2.7 | 13 | 197 | 1355 | 558^ | 157^ | 598^ | 86v | 259^ | 192^ | 107v | 320^ | 492^ | 209^ | 305^ | 244^ | 76v | 161^ | 66v | LT | 199^ | 173^ |
| SUN. 11.30A 30 CBS CC | | 99 | 99 | B | 3.0 | 14 | 219 | | | | | | | | | | | | | | | | | | | |
| FAT ALBERT AND COSBY KIDS | 14 | 195 | 196 | A | 6.2 | 29 | 452 | 1962 | 422 | 105^ | 442 | 271 | 304 | 131^ | 37v | 118^ | 277 | 188^ | 243^ | 145^ | LT | 16v | 406 | 220^ | 837 | 404 |
| SAT. 12.00N 30 CBS CA | | 99 | 97 | B | 6.8 | 29 | 496 | | | | | | | | | | | | | | | | | | | |
| GHOST BUSTERS | 31 | 61 | 61 | A | .7 | 6 | 51 | 1275^ | 157v | 157v | 235v | LT | LT | 157v | LT | LT | 372v | 295v | 295v | LT | LT | LT | LT | LT | 668^ | 314v |
| SUN. 9.00A 30 CBS CL | | 52 | 52 | B | 1.3 | 10 | 95 | | | | | | | | | | | | | | | | | | | |
| GO GO GLOBETROTTERS I | 13 | 202 | 202 | A | 4.5 | 29 | 328 | 1787 | 168^ | 58v | 183^ | 79v | 165^ | 150^ | LT | 18v | 205^ | 114^ | 159^ | 81v | 18v | 39v | 295^ | 195^ | 1104 | 632 |
| SAT. 8.30A 30 NBC CA | | 99 | 99 | B | 4.8 | 27 | 350 | | | | | | | | | | | | | | | | | | | |
| GO GO GLOBETROTTERS II | 13 | 202 | 202 | A | 5.8 | 30 | 423 | 1998 | 173^ | 78^ | 220^ | 144^ | 202^ | 160^ | LT | LT | 200^ | 112^ | 162^ | 152^ | 16v | 16v | 298 | 202^ | 1280 | 847 |
| SAT. 9.00A 30 NBC CA | | 99 | 99 | B | 5.9 | 27 | 430 | | | | | | | | | | | | | | | | | | | |
| GO GO GLOBETROTTERS III | 13 | 203 | 203 | A | 6.1 | 28 | 445 | 2016 | 182^ | 82^ | 218^ | 135^ | 196^ | 166^ | LT | LT | 179^ | 106^ | 131^ | 141^ | 20v | 20v | 303 | 194^ | 1316 | 903 |
| SAT. 9.30A 30 NBC CA | | 99 | 99 | B | 6.2 | 26 | 452 | | | | | | | | | | | | | | | | | | | |
| GO GO GLOBETROTTERS IV | 13 | 203 | 201 | A | 5.7 | 24 | 416 | 2017 | 152^ | 53v | 185^ | 135^ | 169^ | 139^ | LT | LT | 286^ | 189^ | 234^ | 200^ | 14v | 14v | 300 | 160^ | 1246 | 867 |
| SAT. 10.00A 30 NBC CA | | 99 | 99 | B | 5.7 | 23 | 416 | | | | | | | | | | | | | | | | | | | |

KEY A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # DAY | START TIME | DUR | NET | PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-[illegible] | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GREAT GRAPE APE | | | | | | 30 | 94 | 92 | A | 2.8 | 15 | 204 | 1706 | 181^ | 88v | 181^ | 128v | 181^ | 181^ | LT | LT | 137v | 123v | 137v | 137v | LT | LT | 471^ | 284^ | 917 | 559^ |
| | SUN. | 11.00A | 30 | ABC | CA | | 66 | 66 | B | 3.3 | 16 | 241 | | | | | | | | | | | | | | | | | | | |
| HONG KONG PHOOEY | | | | | | 13 | 192 | 188 | A | 2.8 | 27 | 204 | 1490 | 120v | LT | 129v | 35v | 118v | 107v | LT | LT | 89v | 49v | 49v | LT | LT | 40v | 155^ | 82v | 1117 | 710 |
| | SAT. | 8.00A | 30 | NBC | CA | | 98 | 97 | B | 3.3 | 25 | 241 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 8.26AM | | | | | | 29 | 193 | 192 | A | 2.8 | 21 | 204 | 2044 | 352^ | 103v | 352^ | 170^ | 293^ | 215^ | 30v | 59v | 421^ | 333^ | 382^ | 225^ | LT | LT | 462^ | LT | 809 | 619 |
| | SAT. | 8.26A | 3 | CBS | N | | 98 | 98 | B | 3.4 | 23 | 248 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 8.56AM | | | | | | 23 | 191 | 193 | A | 4.3 | 25 | 313 | 1438 | 182^ | 51v | 182^ | 137^ | 137^ | 67v | 45v | 45v | 215^ | 134^ | 134^ | 141^ | LT | 32v | 67v | LT | 974 | 537 |
| | SAT. | 8.56A | 3 | CBS | N | | 95 | 95 | B | 5.1 | 26 | 372 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 9.56AM | | | | | | 23 | 198 | 197 | A | 9.1 | 39 | 663 | 1992 | 351 | 143^ | 351 | 237 | 291 | 151^ | 18v | 60^ | 426 | 249 | 323 | 225 | LT | 41v | 219 | 84^ | 996 | 472 |
| | SAT. | 9.56A | 3 | CBS | N | | 99 | 99 | B | 9.5 | 38 | 693 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-10.26AM | | | | | | 32 | 198 | 197 | A | 8.9 | 37 | 649 | 1958 | 378 | 168^ | 378 | 241 | 313 | 178^ | 39v | 65^ | 390 | 254 | 299 | 244 | LT | 44v | 257 | 120^ | 933 | 364 |
| | SAT. | 10.26A | 3 | CBS | N | | 99 | 99 | B | 8.7 | 34 | 634 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-10.56AM | | | | | | 32 | 196 | 195 | A | 7.1 | 30 | 518 | 1815 | 330 | 108^ | 330 | 201^ | 236 | 158^ | 49v | 94^ | 355 | 205^ | 290 | 227^ | LT | 40v | 279 | 115^ | 851 | 408 |
| | SAT. | 10.56A | 3 | CBS | N | | 99 | 96 | B | 8.0 | 31 | 583 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-11.26AM | | | | | | 32 | 197 | 196 | A | 6.9 | 30 | 503 | 1827 | 354 | 107^ | 367 | 186^ | 210^ | 152^ | 35v | 144^ | 314 | 192^ | 280 | 196^ | LT | 12v | 302 | 101^ | 844 | 418 |
| | SAT. | 11.26A | 3 | CBS | N | | 99 | 96 | B | 8.6 | 33 | 627 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-11.56AM | | | | | | 32 | 193 | 193 | A | 6.2 | 28 | 452 | 1761 | 386 | 139^ | 414 | 212^ | 229^ | 162^ | 21v | 164^ | 275 | 141^ | 242^ | 178^ | LT | 19v | 257^ | 83^ | 815 | 403 |
| | SAT. | 11.56A | 3 | CBS | N | | 97 | 94 | B | 7.6 | 30 | 554 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-12.26PM | | | | | | 32 | 195 | 196 | A | 5.7 | 27 | 416 | 1942 | 407 | 94^ | 433 | 285^ | 312 | 130^ | 33v | 101^ | 255^ | 175^ | 214^ | 126^ | LT | 16v | 441 | 228^ | 813 | 421 |
| | SAT. | 12.26P | 3 | CBS | N | | 99 | 97 | B | 6.7 | 26 | 488 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-12.56PM | | | | | | 30 | 191 | 191 | A | 6.4 | 29 | 467 | 1790 | 263 | 75^ | 385 | 195^ | 247^ | 99^ | 46v | 125^ | 278 | 212^ | 251^ | 159^ | LT | LT | 383 | 104^ | 744 | 375 |
| | SAT. | 12.56P | 3 | CBS | N | | 96 | 94 | B | 6.8 | 26 | 496 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 1.26PM | | | | | | 27 | 165 | 168 | A | 5.7 | 24 | 416 | 1644 | 229^ | 13v | 245^ | 113^ | 146^ | 99^ | 66v | 99^ | 295 | 161^ | 252^ | 132^ | 43v | 43v | 250^ | 65v | 854 | 420 |
| | SAT. | 1.26P | 3 | CBS | N | | 88 | 89 | B | 5.4 | 20 | 394 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 1.56PM | | | | | | 28 | 156 | 160 | A | 4.4 | 19 | 321 | 1227 | 241^ | 75v | 281^ | 44v | 73v | 59v | 65v | 178^ | 352^ | 166^ | 240^ | 165^ | 75v | 112^ | 192^ | 15v | 402 | 137^ |
| | SAT. | 1.56P | 3 | CBS | N | | 87 | 87 | B | 4.4 | 16 | 321 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 9.26AM | | | | | | 31 | 61 | 61 | A | .8 | 6 | 58 | 1276^ | 173v | 173v | 242v | LT | LT | 173v | LT | LT | 326v | 257v | 257v | LT | LT | LT | LT | LT | 708^ | 259v |
| | SUN. | 9.26A | 3 | CBS | N | | 52 | 52 | B | 1.7 | 12 | 124 | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 9.56AM | | | | | | 31 | 59 | 58 | A | 1.1 | 8 | 80 | 1000^ | 138v | 138v | 375v | LT | LT | 137v | LT | 238v | 100v | LT | LT | LT | LT | 100v | LT | LT | 525^ | 200v |
| | SUN. | 9.56A | 3 | CBS | N | | 51 | 50 | B | 1.9 | 12 | 139 | | | | | | | | | | | | | | | | | | | |
| ISSUES AND ANSWERS | | | | | | 32 | 168 | 175 | A | 2.4 | 12 | 175 | 1657 | 651^ | 229^ | 720 | 98v | 211^ | 240^ | 166v | 468^ | 744 | 217^ | 372^ | 308^ | 177^ | 327^ | 68v | 68v | 125v | 92v |
| | SUN. | 12.00N | 30 | ABC | CC | | 94 | 96 | B | 2.8 | 12 | 204 | | | | | | | | | | | | | | | | | | | |
| JABBERJAW | | | | | | 30 | 88 | 89 | A | 2.4 | 14 | 175 | 1617 | 246^ | 103v | 246^ | 63v | 160v | 246^ | LT | LT | 183^ | 160v | 160v | 160v | LT | LT | 280^ | 154v | 908 | 629^ |
| | SUN. | 10.30A | 30 | ABC | CA | | 61 | 61 | B | 2.8 | 14 | 204 | | | | | | | | | | | | | | | | | | | |
| KENTUCKY DERBY(S) | | | | | | | 216 | | A | 17.0 | 48 | 1239 | 1808 | 651 | 197 | 679 | 195 | 318 | 331 | 115^ | 265 | 822 | 273 | 423 | 416 | 134^ | 320 | 141^ | 28v | 166^ | 108^ |
| | 1 SAT. | 5.00P | 66 | ABC | SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 5.00 - 5.30 | | | | | | | A | 14.9 | 44 | 1086 | 1793 | 619 | 181^ | 648 | 196^ | 300 | 290 | 122^ | 273 | 832 | 287 | 448 | 428 | 127^ | 305 | 145^ | 27v | 168^ | 109^ |
| | | 5.30 - 6.00 | | | | | | | A | 19.0 | 52 | 1385 | 1851 | 696 | 215 | 723 | 201 | 344 | 372 | 113^ | 266 | 831 | 263 | 405 | 413 | 137^ | 337 | 142^ | 25v | 155^ | 99^ |
| KROFFT SUPERSHOW '78 I | | | | | | 31 | 188 | 190 | A | 6.3 | 27 | 459 | 1985 | 316 | 37v | 316 | 185^ | 228^ | 222^ | LT | 50v | 201^ | 153^ | 177^ | 78^ | 24v | 24v | 248^ | 191^ | 1220 | 762 |
| | SAT. | 11.00A | 30 | ABC | CL | | 97 | 98 | B | 7.6 | 30 | 554 | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVE[illegible]

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG AUD (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KROFFT SUPERSHOW '78 II | 32 | 188 | 190 | A | 6.2 | 29 | 452 | 1940 | 308 | 38v | 311 | 173^ | 192^ | 181^ | 13v | 70^ | 171^ | 117^ | 148^ | 84^ | 23v | 23v | 273 | 167^ | 1185 | 801 |
| SAT. 11.30A 30 ABC CL | | 97 | 98 | B | 7.6 | 30 | 554 | | | | | | | | | | | | | | | | | | | |
| LAND OF THE LOST | 13 | 167 | 168 | A | 4.0 | 19 | 292 | 1425 | 265^ | 54v | 269^ | 144^ | 232^ | 175^ | 37v | 37v | 236^ | 175^ | 199^ | 55v | 37v | 37v | 145^ | 35v | 775 | 487 |
| SAT. 12.00N 30 NBC CL | | 78 | 84 | B | 4.8 | 21 | 350 | | | | | | | | | | | | | | | | | | | |
| MEET THE PRESS | 30 | 197 | 197 | A | 2.9 | 15 | 211 | 1479 | 673 | 156^ | 715 | 95v | 256^ | 260^ | 209^ | 431^ | 673 | 114v | 200^ | 199^ | 284^ | 398^ | LT | LT | 81v | 38v |
| SUN. 12.30P 30 NBC CC | | 99 | 99 | B | 3.3 | 15 | 241 | | | | | | | | | | | | | | | | | | | |
| NBA PLAYOFF GAME-SUN. | 4 | 184 | 190 | A | 6.9 | 25 | 503 | 1533 | 231^ | 94^ | 281 | 82^ | 138^ | 139^ | 45v | 120^ | 943 | 494 | 684 | 534 | 81^ | 175^ | 132^ | 17v | 177^ | 119^ |
| 1 SUN. 1.30P 135 CBS SE | | 96 | 99 | B | 6.3 | 24 | 459 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 2.00P 131 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | | | | A | 6.0 | 25 | 437 | 1600 | 174^ | 58v | 194^ | LT | 56v | 66v | 37v | 128v | 1040 | 681 | 750 | 355^ | 71v | 218^ | 149^ | LT | 217^ | 217^ |
| 2.00 - 2.30 | | | | A | 6.0 | 23 | 437 | 1483 | 194^ | 62v | 217^ | 44v | 98^ | 112^ | 37v | 105^ | 964 | 545 | 718 | 512 | 72^ | 164^ | 96^ | LT | 206^ | 149^ |
| 2.30 - 3.00 | | | | A | 6.5 | 23 | 474 | 1536 | 212^ | 108^ | 262 | 65^ | 126^ | 132^ | 48v | 114^ | 958 | 530 | 714 | 531 | 96^ | 169^ | 98^ | LT | 218^ | 118^ |
| 3.00 - 3.30 | | | | A | 7.5 | 26 | 547 | 1601 | 238 | 104^ | 324 | 128^ | 187^ | 160^ | 43v | 114^ | 951 | 453 | 698 | 601 | 77^ | 169^ | 174^ | 34v | 152^ | 83^ |
| 3.30 - 4.00 | | | | A | 8.2 | 28 | 598 | 1545 | 309^ | 117^ | 354^ | 113^ | 159^ | 184^ | 46v | 145^ | 848 | 377^ | 580 | 554 | 81v | 162^ | 170^ | 42v | 173^ | 131^ |
| NBA PLAYOFF GAME-SUN.-2 | 3 | 183 | | A | 6.9 | 21 | 503 | 1503 | 291^ | 116v | 355^ | 156^ | 209^ | 141^ | 47v | 140^ | 907 | 447^ | 594 | 547 | 113v | 233^ | 144^ | 23v | 97v | 24v |
| 1 SUN. 3.45P 139 CBS SE | | 97 | | B | 6.2 | 20 | 452 | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 6.3 | 20 | 459 | 1342 | 224^ | 85v | 287^ | 131v | 170^ | 94v | 35v | 109v | 867 | 493^ | 604 | 581 | 107v | 198^ | 144^ | 37v | 44v | 44v |
| 4.30 - 5.00 | | | | A | 6.8 | 20 | 496 | 1488 | 245^ | 91v | 313^ | 110v | 179^ | 116v | 49v | 125^ | 942 | 442^ | 626 | 569 | 129^ | 247^ | 155^ | 27v | 78v | 35v |
| 5.00 - 5.30 | | | | A | 7.2 | 22 | 525 | 1518 | 314^ | 126^ | 374^ | 169^ | 219^ | 144^ | 40v | 155^ | 866 | 397^ | 538 | 493 | 109v | 241^ | 184^ | 38v | 94v | LT |
| 5.30 - 6.00 | | | | A | 7.4 | 22 | 539 | 1642 | 367^ | 152^ | 426^ | 198^ | 260^ | 192^ | 49v | 166^ | 958 | 466 | 622 | 546 | 112v | 243^ | 125^ | LT | 133^ | LT |
| NBC MAJOR LEAGUE PRE GAME | 5 | 197 | 210 | A | 5.7 | 24 | 416 | 1476 | 408 | 67v | 475 | 124^ | 200^ | 185^ | 65v | 233^ | 584 | 187^ | 217^ | 251^ | 139^ | 283^ | 116^ | 20v | 301 | 270^ |
| SAT. 2.00P 15 NBC SC | | 95 | 96 | B | 4.9 | 21 | 357 | | | | | | | | | | | | | | | | | | | |
| NBC MAJOR LEAGUE BASEBALL | 5 | 198 | 210 | A | 7.6 | 28 | 554 | 1536 | 380 | 83^ | 441 | 51v | 123^ | 122^ | 100^ | 286 | 825 | 245 | 323 | 292 | 163^ | 430 | 152^ | 37v | 118^ | 105^ |
| 1 SAT. 2.15P 165 NBC SE | | 95 | 96 | B | 6.6 | 25 | 481 | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 2.15P 174 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | A | 7.5 | 29 | 547 | 1583 | 332 | 57^ | 383 | 47v | 99^ | 79^ | 84^ | 257 | 851 | 308 | 371 | 258 | 148^ | 403 | 141^ | 34v | 208^ | 193^ |
| 3.00 - 3.30 | | | | A | 7.4 | 28 | 539 | 1445 | 315 | 78^ | 366 | 38v | 103^ | 81^ | 82^ | 247 | 797 | 212^ | 292 | 290 | 136^ | 429 | 178^ | 29v | 104^ | 89^ |
| 3.30 - 4.00 | | | | A | 7.4 | 27 | 539 | 1416 | 340 | 73^ | 397 | 34v | 94^ | 99^ | 92^ | 275 | 823 | 211^ | 293 | 325 | 146^ | 452 | 147^ | 34v | 49v | 49v |
| 4.00 - 4.30 | | | | A | 7.9 | 28 | 576 | 1589 | 417 | 87^ | 486 | 44v | 130^ | 142^ | 113^ | 319 | 844 | 243 | 330 | 322 | 151^ | 439 | 201^ | 45v | 58^ | 58^ |
| 4.30 - 5.00 | | | | A | 8.0 | 27 | 583 | 1619 | 454 | 134^ | 536 | 86^ | 183^ | 202^ | 122^ | 305 | 853 | 230 | 326 | 282 | 227 | 474 | 133^ | 46v | 97^ | 74^ |
| SCHOOLHOUSE ROCK- 8.55AM | 32 | 188 | 187 | A | 5.4 | 34 | 394 | 1635 | 234^ | 89^ | 261^ | 152^ | 209^ | 165^ | LT | LT | 129^ | 87^ | 129^ | 95^ | LT | LT | 158^ | 58v | 1087 | 567 |
| SAT. 8.55A 4 ABC CA | | 98 | 98 | B | 5.9 | 32 | 430 | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK- 9.55AM | 12 | 191 | 190 | A | 6.2 | 28 | 452 | 1752 | 200^ | 49v | 249^ | 140^ | 182^ | 145^ | LT | 25v | 156^ | 72^ | 156^ | 126^ | LT | LT | 191^ | 116^ | 1156 | 660 |
| SAT. 9.55A 4 ABC CA | | 99 | 99 | B | 6.8 | 28 | 496 | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-10.55AM | 31 | 191 | 190 | A | 6.3 | 26 | 459 | 1780 | 218^ | 26v | 240^ | 155^ | 212^ | 171^ | LT | LT | 162^ | 105^ | 139^ | 100^ | 23v | 23v | 193^ | 125^ | 1185 | 695 |
| SAT. 10.55A 4 ABC CA | | 99 | 99 | B | 8.1 | 32 | 590 | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-11.55AM | 32 | 188 | 190 | A | 5.6 | 26 | 408 | 1824 | 247^ | 41v | 250^ | 146^ | 159^ | 138^ | 15v | 75v | 170^ | 108^ | 135^ | 75v | 35v | 35v | 272^ | 157^ | 1132 | 787 |
| SAT. 11.55A 4 ABC CA | | 97 | 98 | B | 6.8 | 27 | 496 | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-10.55AM | 30 | 88 | 89 | A | 2.7 | 16 | 197 | 1635 | 263^ | 101v | 263^ | 46v | 157^ | 263^ | LT | LT | 203^ | 157^ | 157^ | 157^ | 46v | 46v | 341^ | 203^ | 828 | 564^ |
| SUN. 10.55A 4 ABC CA | | 61 | 61 | B | 3.0 | 15 | 219 | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-11.55AM | 30 | 132 | 136 | A | 2.3 | 12 | 168 | 1976 | 334^ | 114v | 334^ | 125v | 263^ | 209^ | 71v | 71v | 518^ | 285^ | 358^ | 192^ | 160v | 160v | 332^ | 267^ | 792 | 482^ |
| SUN. 11.55A 4 ABC CA | | 82 | 83 | B | 3.1 | 14 | 226 | | | | | | | | | | | | | | | | | | | |
| SCOOBY'S-LAFF-LYMPICS I | 32 | 191 | 190 | A | 6.2 | 32 | 452 | 1595 | 241^ | 64v | 265 | 126^ | 193^ | 171^ | LT | 35v | 137^ | 39v | 137^ | 137^ | LT | LT | 165^ | 88^ | 1028 | 625 |
| SAT. 9.00A 30 ABC CA | | 99 | 99 | B | 6.9 | 33 | 503 | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG AUD (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 55-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 55-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCOOBY'S-LAFF-LYMPICS II | 32 | 191 | 190 | A | 6.3 | 29 | 459 | 1765 | 236^ | 57v | 279 | 155^ | 205^ | 175^ | LT | 30v | 166^ | 77^ | 166^ | 129^ | LT | LT | 209^ | 117^ | 1111 | 624 |
| SAT. 9.30A 30 ABC CA | | 99 | 99 | B | 8.6 | 36 | 627 | | | | | | | | | | | | | | | | | | | |
| SCOOBY'S-LAFF-LYMPICS III | 32 | 191 | 190 | A | 6.2 | 26 | 452 | 1617 | 258^ | 81^ | 283 | 139^ | 215^ | 202^ | LT | 24v | 119^ | 66v | 101^ | 53v | 18v | 18v | 140^ | 68^ | 1075 | 635 |
| SAT. 10.00A 30 ABC CA | | 99 | 99 | B | 8.8 | 35 | 642 | | | | | | | | | | | | | | | | | | | |
| SCOOBY'S-LAFF-LYMPICS IV | 32 | 191 | 190 | A | 7.7 | 32 | 561 | 1686 | 239 | 25v | 259 | 152^ | 217 | 181^ | LT | 11v | 148^ | 86^ | 113^ | 73^ | 35v | 35v | 187^ | 112^ | 1092 | 605 |
| SAT. 10.30A 30 ABC CA | | 99 | 99 | B | 9.1 | 36 | 663 | | | | | | | | | | | | | | | | | | | |
| SECRETS OF ISIS | 14 | 192 | 192 | A | 6.1 | 28 | 445 | 1793 | 400 | 135^ | 422 | 197^ | 223^ | 159^ | 24v | 182^ | 352 | 201^ | 311 | 192^ | LT | 23v | 245^ | 81^ | 774 | 374 |
| SAT. 11.30A 30 CBS CL | | 97 | 94 | B | 6.9 | 28 | 503 | | | | | | | | | | | | | | | | | | | |
| SPACE ACADEMY | 14 | 191 | 191 | A | 6.7 | 31 | 488 | 1949 | 285 | 68^ | 404 | 205^ | 252 | 117^ | 45v | 133^ | 269 | 212^ | 238^ | 148^ | LT | LT | 466 | 207^ | 810 | 422 |
| SAT. 12.30P 30 CBS CL | | 96 | 94 | B | 7.0 | 29 | 510 | | | | | | | | | | | | | | | | | | | |
| SPACE SENTINELS | 13 | 184 | 185 | A | 5.3 | 24 | 386 | 1267 | 267^ | 88^ | 301^ | 216^ | 256^ | 163^ | 21v | 21v | 300^ | 223^ | 223^ | 70v | 77v | 77v | 85^ | 18v | 581 | 435 |
| SAT. 11.30A 30 NBC CA | | 91 | 92 | B | 5.1 | 21 | 372 | | | | | | | | | | | | | | | | | | | |
| SPEED BUGGY | 14 | 191 | 193 | A | 3.5 | 21 | 255 | 1506 | 153^ | 35v | 153^ | 118v | 118v | 68v | 35v | 35v | 262^ | 184^ | 184^ | 117v | LT | 47v | 129^ | LT | 962 | 581 |
| SAT. 8.30A 30 CBS CA | | 95 | 95 | B | 4.4 | 23 | 321 | | | | | | | | | | | | | | | | | | | |
| SPORTSWORLD | 14 | 166 | 170 | A | 5.8 | 18 | 423 | 1870 | 601 | 163^ | 679 | 234^ | 373 | 277^ | 142^ | 269^ | 731 | 231^ | 447 | 355 | 163^ | 251^ | 212^ | 131^ | 248^ | 127^ |
| SUN. 4.00P 90 NBC SE | | 84 | 87 | B | 5.3 | 16 | 386 | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 5.4 | 17 | 394 | 1789 | 519 | 154^ | 608 | 186^ | 326 | 270^ | 151^ | 247^ | 766 | 263^ | 487 | 373 | 152^ | 241^ | 224^ | 140^ | 191^ | 78^ |
| 4.30 - 5.00 | | | | A | 6.4 | 20 | 467 | 1814 | 556 | 194^ | 641 | 200^ | 342 | 290 | 158^ | 260 | 729 | 214^ | 457 | 375 | 152^ | 241^ | 221^ | 127^ | 223^ | 101^ |
| 5.00 - 5.30 | | | | A | 5.5 | 17 | 401 | 2052 | 741 | 139^ | 808 | 330 | 464 | 269^ | 119^ | 309 | 702 | 222^ | 398 | 316 | 187^ | 273^ | 202^ | 134^ | 340 | 201^ |
| THINK PINK PANTHER | 13 | 206 | 204 | A | 5.4 | 22 | 394 | 1713 | 188^ | 89^ | 219^ | 142^ | 198^ | 163^ | LT | LT | 326 | 228^ | 259^ | 164^ | 26v | 26v | 242^ | 78^ | 926 | 645 |
| SAT. 10.30A 30 NBC CA | | 99 | 99 | B | 5.4 | 22 | 394 | | | | | | | | | | | | | | | | | | | |
| THREE ON THREE | 3 | 147 | 152 | A | 3.4 | 16 | 248 | 1488 | 334^ | 124^ | 362^ | 152^ | 250^ | 227^ | 40v | 71v | 669 | 367^ | 516 | 391^ | 40v | 80v | 85v | LT | 372^ | 294^ |
| 1 SUN. 1.00P 30 CBS SE | | 79 | 80 | B | 3.2 | 15 | 233 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 1.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THREE ROBONIC STOOGES | 14 | 193 | 192 | A | 2.7 | 23 | 197 | 1959 | 325^ | 92v | 325^ | 168^ | 274^ | 182^ | 26v | 51v | 285^ | 208^ | 238^ | 214^ | LT | LT | 441^ | 24v | 908 | 701 |
| SAT. 8.00A 30 CBS CA | | 98 | 98 | B | 3.3 | 23 | 241 | | | | | | | | | | | | | | | | | | | |
| THUNDER | 13 | 151 | 149 | A | 3.4 | 15 | 248 | 1121 | 230^ | 21v | 230^ | 73v | 186^ | 166^ | 44v | 44v | 166^ | 48v | 48v | 73v | 93v | 93v | 125^ | 52v | 600 | 431^ |
| SAT. 12.30P 30 NBC CL | | 80 | 79 | B | 3.9 | 16 | 284 | | | | | | | | | | | | | | | | | | | |
| WACKO | 22 | 59 | 58 | A | 1.3 | 10 | 95 | 926^ | 137v | 137v | 348^ | LT | LT | 137v | LT | 211v | 73v | LT | LT | LT | LT | 73v | LT | LT | 505^ | 221v |
| SUN. 9.30A 30 CBS CL | | 51 | 50 | B | 1.7 | 11 | 124 | | | | | | | | | | | | | | | | | | | |
| WHAT'S NEW, MISTER MAGOO | 19 | 165 | 168 | A | 5.7 | 25 | 416 | 1486 | 196^ | 12v | 213^ | 104^ | 120^ | 71v | 61v | 93^ | 253^ | 121^ | 200^ | 122^ | 34v | 53v | 212^ | 45v | 808 | 383 |
| SAT. 1.00P 30 CBS CA | | 88 | 89 | B | 6.1 | 23 | 445 | | | | | | | | | | | | | | | | | | | |
| WORLD INVITATIONAL TENNIS | 1 | | 154 | A | 2.3 | 8 | 168 | 1518 | 632^ | 65v | 632^ | 226v | 310v | 210v | 196v | 196v | 481^ | LT | 89v | 148v | 125v | 333v | 339v | 237v | 66v | 66v |
| 2 SUN. 2.00P 90 ABC SE | | | 82 | B | 2.3 | 8 | 168 | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 2.0 | 8 | 146 | 1527^ | 356v | LT | 356v | 177v | 273v | 179v | LT | LT | 500^ | LT | 136v | 191v | 63v | 309v | 452^ | 315v | 219v | 219v |
| 2.30 - 3.00 | | | | A | 2.3 | 8 | 168 | 1720 | 743^ | 72v | 743^ | 290v | 387^ | 232v | 221v | 221v | 596^ | LT | 149v | 287v | 136v | 309v | 381^ | 197v | LT | LT |
| 3.00 - 3.30 | | | | A | 2.7 | 9 | 197 | 1289 | 715^ | 81v | 715^ | 198v | 259v | 208v | 309^ | 309^ | 371^ | LT | LT | LT | 163v | 371^ | 203v | 203v | LT | LT |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. MAY 1, 1978

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 8,530 | | 20,630 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 11.7 | | 28.3 | | | | | | | | | |
| Program | | | | | Sugar Time (OP) | | ABC Monday Night Baseball "PHILADELPHIA VS. CINCINNATI" & BALTIMORE VS. BOSTON (8:30-2:03AM) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 7,300 | | 16,500 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 9.6 | | 14.4 | 12.7* | | 14.8* | | 16.1* | | 16.1* | | 14.2* |
| SHARE OF AUDIENCE % | | | | | 17 | | 24 | 21 * | | 23 * | | 25 * | | 26 * | | [illegible] * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.4 | 9.9 | 12.3 | 13.1 | 14.8 | 14.8 | 15.9 | 16.3 | 16.4 | 15.1 | 15.1 | 13.4 |
| **WEEK 1 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 12,680 | | 14,800 | | 23,470 | | 20,340 | | 19,030 | | | |
| TOTAL AUDIENCE (%) | | | | | 17.4 | | 20.3 | | 32.2 | | 27.9 | | 26.1 | | | |
| Program | | | | | Good Times (R) | | Baby, I'm Back (OP) | | M*A*S*H (R) | | One Day at a Time (R) | | Lou Grant (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,790 | | 12,830 | | 20,700 | | 18,660 | | 15,530 | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.8 | | 17.6 | | 28.4 | | 25.6 | | 21.3 | 21.9* | | 20.6* |
| SHARE OF AUDIENCE % | | | | | 26 | | 29 | | 44 | | 40 | | 36 | 35 * | | 36 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.3 | 15.3 | 16.9 | 18.3 | 27.4 | 29.4 | 25.2 | 25.9 | 21.9 | 21.7 | 21.0 | 20.6 |
| **WEEK 1 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,730 | | 15,380 | | 20,270 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 20.2 | | 21.1 | | 27.8 | | | | | | | |
| Program | | | | | Rollergirls (8:00-8:30PM) | | Joe & Valerie (8:30-9:00PM) (OP) | | NBC Monday Night Movies "KILL ME IF YOU CAN" (9:00-11:00PM)(R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,610 | | 13,630 | | 12,540 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 17.3 | | 18.7 | | 17.2 | 15.6* | | 16.9* | | 18.1* | | 18.0* |
| SHARE OF AUDIENCE % | | | | | 31 | | 31 | | 28 | 24 * | | 26 * | | 29 * | | [illegible] * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.7 | 17.8 | 18.0 | 19.4 | [illegible] | [illegible] | [illegible] | 17.0 | [illegible] | [illegible] | [illegible] | [illegible] |
| **WEEK 2 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 22,160 | | | | 18,660 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 30.4 | | | | 25.6 | | | | | | | |
| Program | | | | | All-Star Family Feud Special (8:00-9:00PM) (OP) | | | | Stars Salute Israel at 30 (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 17,640 | | | | 9,330 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 24.2 | 22.6* | | 25.7* | 12.8 | 14.7* | | 13.9* | | 12.1* | | 10.7* |
| SHARE OF AUDIENCE % | | | | | 39 | 39 * | | 40 * | 21 | 22 * | | 21 * | | 20 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | | | | | 21.2 | 24.1 | 25.8 | 25.7 | 15.7 | 13.6 | 14.4 | 13.4 | 12.6 | 11.7 | 10.8 | 10.5 |
| **WEEK 2 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 22,090 | | | | | | 17,060 | | 14,070 | | | |
| TOTAL AUDIENCE (%) | | | | | 30.3 | | | | | | 23.4 | | 19.3 | | | |
| Program | | | | | America's Junior Miss Pageant (8:00-9:30PM) (OP) | | | | | | M*A*S*H (R) | | Lou Grant (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,810 | | | | | | 14,800 | | 11,520 | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.2 | 13.9* | | 14.4* | | 20.4* | 20.3 | | 15.8 | 15.5* | | 16.1* |
| SHARE OF AUDIENCE % | | | | | 26 | 24 * | | 22 * | | 31 * | 31 | | 27 | 25 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.1 | 13.7 | 14.1 | 14.6 | 19.6 | 21.2 | 20.2 | 20.3 | 15.5 | 15.4 | 16.2 | 16.1 |
| **WEEK 2 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 16,620 | | | | 27,770 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 22.8 | | | | 38.1 | | | | | | | |
| Program | | | | | Little House On The Prairie (R) (OP) | | | | NBC Monday Night Movies "WHEELS" Pt. II (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,760 | | | | 19,320 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 17.5 | 16.1* | | 19.0* | 26.5 | 24.6* | | 26.3* | | 28.0* | | 27.2* |
| SHARE OF AUDIENCE % | | | | | 28 | 27 * | | 30 * | 43 | 38 * | | 40 * | | 46 * | | 47 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.5 | 16.8 | 18.3 | 19.6 | 23.8 | 25.5 | 25.7 | 26.9 | 28.4 | 27.6 | 27.5 | 26.8 |
| **TV HOUSEHOLDS USING TV (See Def. 1)** WK 1 | 50.6 | 52.0 | 51.7 | 52.9 | 54.9 | 57.5 | 59.4 | 62.2 | 63.4 | 64.9 | 64.4 | 65.2 | 62.5 | 61.3 | 58.8 | 56.5 |
| WK 2 | 49.1 | 50.8 | 51.7 | 54.2 | 57.0 | 60.3 | 63.3 | 65.3 | 65.3 | 66.0 | 65.0 | 65.1 | 62.3 | 59.8 | 58.2 | 56.5 |

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## EVE. TUE. MAY 2, 1978

**WEEK 1**

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,760<br>27.1 | | 21,430<br>29.4 | | 22,960<br>31.5 | | 17,640<br>24.2 | | [illegible]<br>19.8 | | | |
| | Program | | | | | Happy Days (R) | | Laverne and Shirley (R) | | Three's Company (R) | | Carter Country (R) | | Family | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,280<br>23.7 | | 19,170<br>26.3 | | 20,700<br>28.4 | | 15,310<br>21.0 | | 11,590<br>15.9 | 16.5* | | 15.[illegible]* |
| | SHARE OF AUDIENCE % | | | | | 43 | | 44 | | 46 | | 33 | | 27 | 28 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 21.7 | 25.6 | 25.6 | 27.0 | 27.8 | 29.0 | 21.4 | 20.6 | 16.5 | 16.4 | 15.7 | 15.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,060<br>13.8 | | | | 7,580<br>10.4 | | 17,570<br>24.1 | | | | | |
| | Program | | | | | CBS Reports (8:00-9:00PM) (OP) | | | | Rita Moreno Show (9:00-9:30PM) | | Home to Stay ([illegible]) | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,340<br>8.7 | 9.2* | | 8.2* | 6,490<br>8.9 | | 12,250<br>16.8 | 15.0* | | 17.6* | | 17.9* |
| | SHARE OF AUDIENCE % | | | | | 15 | 17 * | | 14 * | 14 | | 28 | 24 * | | 29 * | | 32 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 10.1 | 8.4 | 8.1 | 8.4 | 8.7 | 9.1 | 14.6 | 15.5 | 17.5 | 17.6 | 17.8 | 18.0 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,740<br>16.1 | | | | 20,560<br>28.2 | | | | | | | |
| | Program | | | | | Man From Atlantis (OP) | | | | Big Event "KILLING STONE" (9:00-11:00PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,600<br>11.8 | 10.3* | | 13.3* | 12,830<br>17.6 | 14.7* | | 17.3* | | 19.2* | | 19.1* |
| | SHARE OF AUDIENCE % | | | | | 21 | 19 * | | 22 * | 29 | 24 * | | 27 * | | 32 * | | [illegible] * |
| | AVG. AUD. BY ¼ HR. % | | | | | [illegible] | 10.7 | 13.1 | 13.5 | [illegible] | [illegible] | 17.0 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

**WEEK 2**

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 21,580<br>29.6 | | 23,550<br>32.3 | | 21,720<br>29.8 | | 17,640<br>24.2 | | 14,003<br>19.2 | | | |
| | Program | | | | | Happy Days | | Laverne and Shirley | | Three's Company | | Carter Country (OP) | | Family | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 18,810<br>25.8 | | 21,430<br>29.4 | | 19,970<br>27.4 | | 15,600<br>21.4 | | 11,230<br>15.4 | 15.9* | | 15.0* |
| | SHARE OF AUDIENCE % | | | | | 47 | | 49 | | 43 | | 33 | | 26 | 26 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 24.1 | 27.5 | 28.5 | 30.3 | 27.0 | 27.8 | 22.2 | 20.5 | 16.2 | 15.6 | 15.2 | 14.8 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,320<br>26.5 | | | | | | | | | | | |
| | Program | | | | | (OP) CBS Tuesday Night Movies "THE ALAMO" (8:00-11:00PM)(R) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,260<br>12.7 | 11.9* | | 13.1* | | 12.3* | | 12.6* | | 13.3* | | 12.9* |
| | SHARE OF AUDIENCE % | | | | | 21 | 22 * | | 22 * | | 19 * | | 20 * | | 22 * | | 22 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 11.9 | 12.0 | 13.1 | 13.2 | 12.4 | 12.1 | 12.7 | 12.6 | 13.3 | 13.3 | 13.2 | 12.7 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,940<br>15.0 | | | | 22,740<br>31.2 | | | | | | | |
| | Program | | | | | Komedy Tonite (8:00-9:00PM) (OP) | | | | Big Event "WHEELS" Pt III (9:00-11:00PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,290<br>10.0 | 9.5* | | 10.5* | 17,280<br>23.7 | 20.1* | | 24.1* | | 25.1* | | 25.6* |
| | SHARE OF AUDIENCE % | | | | | 17 | 17 * | | 18 * | 38 | 31 * | | 37 * | | 41 * | | 44 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 9.5 | 9.5 | 10.0 | 11.1 | 19.1 | 21.1 | 23.6 | 24.6 | 25.4 | 24.9 | 25.6 | 25.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK 1 | 45.1 | 46.8 | 48.4 | 50.9 | 53.3 | 56.4 | 59.1 | 61.0 | 60.9 | 62.5 | 62.9 | 63.3 | 60.5 | 59.3 | 57.5 | 56.0 |
| | WK 2 | 46.7 | 47.9 | 48.4 | 51.3 | 53.4 | 56.6 | 58.6 | 61.3 | 63.2 | 65.5 | 65.0 | 64.2 | 61.8 | 60.2 | 59.4 | 58.0 |

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36



## EVE. TUE. MAY 9, 1978

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAY 3, 1978

## WEEK 1

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 18,520 / 25.4 | | | | 20,190 / 27.7 | | | | 17,573 / 24.1 | | | |
| Program | Eight Is Enough | | | | Charlie's Angels (OP) | | | | Starsky & Hutch | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 14,220 / 19.5 | 17.5* | | 21.4* | 16,430 / 22.5 | 22.2* | | 22.8* | 16,43[illegible] / 19.4 | 23.[illegible]* | | [illegible].5* |
| SHARE OF AUDIENCE % | 34 | 32 * | | 36 * | 37 | 37 * | | 37 * | 34 | 33 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | 16.6 | 18.4 | 20.6 | 22.1 | 21.6 | 22.8 | 23.4 | 22.3 | 19.8 | 20.2 | 20.1 | 19.6 |
| **CBS TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 15,750 / 21.6 | | | | 16,910 / 23.2 | | | | | | | |
| Program | Amazing Spider-Man (OP) | | | | CBS Wednesday Night Movie "MANEATERS ARE LOOSE!" (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,030 / 16.5 | 15.1* | | 17.8* | 11,450 / 15.7 | 14.0* | | 15.9* | | 16.5* | | 16.4* |
| SHARE OF AUDIENCE % | 29 | 28 * | | 30 * | 26 | 23 * | | 26 * | | 28 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | 15.0 | 15.2 | 17.6 | 18.0 | 13.9 | 14.0 | 15.6 | 16.1 | 16.4 | 16.6 | 16.7 | 16.2 |
| **NBC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 10,420 / 14.3 | | 9,040 / 12.4 | | 19,030 / 26.1 | | | | | | | |
| Program | Rollergirls (8:00-8:30PM) | | Joe & Valerie (8:30-9:00PM) (OP) | | Rock 'N' Roll Sports Classic (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,970 / 12.3 | | 8,090 / 11.1 | | 10,940 / 15.0 | 15.4* | | 15.2* | | 14.9* | | 14.6* |
| SHARE OF AUDIENCE % | 23 | | 19 | | 25 | 26 * | | [illegible] | | [illegible] | | [illegible] |
| AVG. AUD. BY ¼ HR. % | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

## WEEK 2

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 17,640 / 24.2 | | | | 20,1[illegible] / 27.5 | | | | [illegible] | | | |
| Program | Eight Is Enough | | | | Charlie's Angels (OP) | | | | Starsky & Hutch | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 13,340 / 18.3 | 16.4* | | 20.2* | 16,180 / 22.2 | 21.2* | | 23.2* | 15,243 / 20.9 | 21.2* | | 20.7* |
| SHARE OF AUDIENCE % | 35 | 33 * | | 37 * | 37 | 36 * | | 38 * | 36 | 36 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | 15.6 | 17.1 | 15.8 | 20.6 | 20.2 | 22.1 | 23.1 | 23.2 | 21.2 | 21.2 | 20.7 | 20.7 |
| **CBS TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 12,680 / 17.4 | | | | 17,060 / 23.4 | | | | | | | |
| Program | King of the Road (8:00-9:00PM) (OP) | | | | CBS Wednesday Night Movie "MURDER AT THE MARDI GRAS" (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,890 / 12.2 | 11.9* | | 12.6* | 9,770 / 13.4 | 14.0* | | 12.3* | | 13.0* | | 14.1* |
| SHARE OF AUDIENCE % | 23 | 24 * | | 23 * | 23 | 24 * | | 20 * | | 22 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 12.1 | 11.6 | 12.5 | 12.7 | 14.7 | 13.4 | 12.5 | 12.2 | 12.5 | 13.5 | 14.3 | 14.0 |
| **NBC TV** | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 9,990 / 13.7 | | 9,620 / 13.2 | | 17,710 / 24.3 | | | | | | | |
| Program | Rollergirls (8:00-8:30PM) | | Joe & Valerie (8:30-9:00PM) (OP) | | Dean Martin Celebrity Roast (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,240 / 11.3 | | 8,090 / 11.1 | | 11,520 / 15.8 | 13.3* | | 15.7* | | 17.1* | | 17.1* |
| SHARE OF AUDIENCE % | 23 | | 20 | | 27 | 23 * | | 26 * | | 29 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 11.4 | 11.2 | 10.5 | 11.7 | 12.6 | 14.0 | 15.3 | 16.1 | 16.9 | 17.3 | 17.8 | 16.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 46.1 | 48.3 | 49.0 | 50.6 | 53.6 | 55.3 | 57.9 | 60.0 | 59.0 | 60.9 | 62.3 | 62.2 | 60.1 | 59.9 | 58.2 | 55.9 |
| WK 2 | 40.6 | 43.1 | 44.2 | 46.6 | 49.3 | 50.1 | 53.2 | 55.3 | 57.4 | 58.9 | 60.2 | 60.8 | 59.0 | 58.2 | 57.5 | 55.1 |

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. MAY 10, 1978

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

## EVE. THU. MAY 4, 1978

### WEEK 1

**ABC TV**

| Row | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 17,570 24.1 | | 17,060 23.4 | | 16,770 23.0 | | 14,070 19.3 | | 13,633 18.7 | | | |
| Program | Phenomenon of Benji (8:00-8:30PM) | | What's Happening (R) | | Barney Miller | | Fish | | (OP) Baretta | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 15,530 21.3 | | 15,020 20.6 | | 14,510 19.9 | | 12,610 17.3 | | 11,233 15.4 | 15.2* | | 15.5* |
| SHARE OF AUDIENCE % | 39 | | 35 | | 33 | | 27 | | 27 | [illegible] * | | [illegible] * |
| AVG. AUD. BY ¼ HR. % | 20.6 | 22.0 | 19.9 | 21.2 | 23.0 | 19.7 | 17.2 | 17.3 | 15.3 | 15.4 | 15.5 | 15.5 |

**CBS TV**

| Row | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 15,670 21.5 | | | | 17,930 24.6 | | | | 16,263 22.3 | | | |
| Program | The Waltons (R) | | | (OP) | Hawaii Five-0 | | | | Barnaby Jones (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,100 16.6 | 15.1* | | 18.2* | 14,510 19.9 | 18.9* | | 20.9* | 13,270 18.2 | 18.2* | | 18.2* |
| SHARE OF AUDIENCE % | 29 | 27 * | | 31 * | 32 | 31 * | | 33 * | 32 | 31 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 14.7 | 15.4 | 17.8 | 18.6 | 18.6 | 19.2 | 20.9 | 20.9 | 18.4 | 18.0 | 18.3 | 18.0 |

**NBC TV**

| Row | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 11,880 16.3 | | | | 13,710 18.8 | | | | 14,363 19.7 | | | |
| Program | Hanna-Barbera Happy Hour | | | (OP) | Operation: Runaway | | | | Police Woman (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 7,140 9.8 | 9.2* | | 10.4* | 10,720 14.7 | 13.7* | | 15.7* | 11,373 15.6 | 15.6* | [illegible] | [illegible] |
| SHARE OF AUDIENCE % | 17 | 17 * | | 18 * | [illegible] | [illegible] | | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| AVG. AUD. BY ¼ HR. % | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

### WEEK 2

## EVE. THU. MAY 11, 1978

**ABC TV**

| Row | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 13,920 19.1 | | 14,140 19.4 | | 15,890 21.8 | | 14,360 19.7 | | 12,680 17.4 | | | |
| Program | Welcome Back, Kotter | | What's Happening | | Barney Miller | | Fish | | (OP) Baretta | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 11,810 16.2 | | 12,900 17.7 | | 14,140 19.4 | | 12,980 17.8 | | 9,990 13.7 | 14.2* | | 13.3* |
| SHARE OF AUDIENCE % | 31 | | 31 | | 33 | | 29 | | 25 | 24 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 15.0 | 17.3 | 17.0 | 18.3 | 19.2 | 19.6 | 17.5 | 18.1 | 14.4 | 14.0 | 13.7 | 12.9 |

**CBS TV**

| Row | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 16,400 22.5 | | | | 15,530 21.3 | | | | 16,993 23.3 | | | |
| Program | Body Human: The Vital Connection (8:00-9:00PM) | | | (OP) | Hawaii Five-0 (R) | | | | Barnaby Jones (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,170 16.7 | 15.9* | | 17.5* | 11,960 16.4 | 15.9* | | 17.0* | 13,850 19.0 | 18.4* | | 15.5* |
| SHARE OF AUDIENCE % | 30 | 30 * | | 30 * | 27 | 27 * | | 28 * | 34 | 32 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | 15.3 | 16.5 | 17.5 | 17.4 | 16.3 | 15.8 | 16.8 | 17.1 | 17.9 | 18.0 | 19.8 | 19.1 |

**NBC TV**

| Row | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 12,100 16.6 | | | | 14,240 19.6 | | | | 16,430 22.5 | | | |
| Program | Chips (R) | | | (OP) | Operation Runaway | | | | Mac Davis-You Put Music In My Life (10:00-11:00PM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,750 12.0 | 10.9* | | 13.0* | 11,740 16.1 | 14.9* | | 17.4* | 11,883 16.3 | 17.3* | | 15.3* |
| SHARE OF AUDIENCE % | 22 | 21 * | | 22 * | 27 | 25 * | | 29 * | 29 | 30 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 10.5 | 11.3 | 12.7 | 13.4 | 13.9 | 15.8 | 17.4 | 17.4 | 18.1 | 16.6 | 15.6 | 15.1 |

**TV HOUSEHOLDS USING TV (See Def. 1)**

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 50.7 | 52.4 | 54.0 | 54.0 | 54.3 | 55.7 | 57.0 | 59.3 | 60.3 | 62.1 | 63.2 | 63.6 | 58.6 | 57.3 | 55.3 | 55.[illegible] |
| WK 2 | 40.9 | 43.4 | 44.7 | 47.0 | 50.6 | 54.9 | 56.0 | 58.9 | 58.2 | 61.1 | 60.8 | 61.3 | 58.7 | 57.4 | 54.7 | 52.1 |

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAY 5, 1978

## WEEK 1

**ABC TV**

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 17,060<br>23.4 | | | | 19,830<br>27.2 | | | | | | | |
| Program | Captain & Tennille in Hawaii (8:00-9:00PM) | | | | (OP) ABC Friday Night Movie | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,470<br>17.1 | 16.1* | | 18.2* | 13,710<br>18.8 | 18.1* | | 18.6* | | 19.4* | | [illegible] |
| SHARE OF AUDIENCE % | 33 | 32 * | | 34 * | 33 | 33 * | | 32 * | | [illegible] | | [illegible] |
| AVG. AUD. BY ¼ HR. % | 15.5 | 16.7 | 17.9 | 18.4 | 18.3 | 18.0 | 18.7 | 18.5 | 19.3 | [illegible] | [illegible] | [illegible] |

**CBS TV**

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 15,160<br>20.8 | | | | 19,1[illegible]<br>26.2 | | | | | | | |
| Program | Wonder Woman (R) | | | | (OP) Incredible Hulk (R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 11,660<br>16.0 | 15.2* | | 16.8* | 13,270<br>18.2 | 16.5* | | 17.8* | | 19.4* | | 19.0* |
| SHARE OF AUDIENCE % | 31 | 31 * | | 31 * | 32 | 30 * | | 31 * | | 33 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 14.8 | 15.6 | 16.6 | 17.1 | 16.0 | 17.1 | 17.5 | 18.1 | 19.3 | 19.6 | 19.2 | 18.8 |

**NBC TV**

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 11,370<br>15.6 | | | | 13,120<br>18.0 | | | | 12,760<br>17.5 | | | |
| Program | Life and Times of Grizzly Adams (8:00-9:00PM) | | | | (OP) Rockford Files (R) | | | | Quincy, M.E. (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,680<br>11.9 | 11.1* | | 12.6* | 10,350<br>14.2 | 13.4* | | 15.9* | 10,570<br>14.5 | 13.8* | | [illegible] |
| SHARE OF AUDIENCE % | 23 | 22 * | | 23 * | 25 | 24 * | | 26 * | 25 | 24 * | | [illegible] |
| AVG. AUD. BY ¼ HR. % | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

## WEEK 2

**ABC TV**

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 13,850<br>19.0 | | | | 17,710<br>24.3 | | | | | | | |
| Program | Donny and Marie | | | | (OP) ABC Friday Night Movie "FUTUREWORLD" (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 10,210<br>14.0 | 13.9* | | 14.1* | 10,130<br>13.9 | 12.5* | | 12.4* | | 15.0* | | 15.5* |
| SHARE OF AUDIENCE % | 28 | 29 * | | 27 * | 26 | 23 * | | 22 * | | 28 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 13.8 | 13.9 | 14.3 | 13.9 | 12.4 | 12.6 | 12.7 | 12.2 | 14.7 | 15.4 | 16.0 | 15.0 |

**CBS TV**

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 13,050<br>17.9 | | | | 17,350<br>23.8 | | | | 11,010<br>15.1 | | | |
| Program | Wonder Woman (R) | | | | (OP) Incredible Hulk | | | | Gypsy Warriors (10:00-11:00PM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 9,400<br>12.9 | 12.2* | | 13.7* | 13,780<br>18.9 | 17.6* | | 20.3* | 8,020<br>11.0 | 11.6* | | 10.3* |
| SHARE OF AUDIENCE % | 26 | 26 * | | 27 * | 34 | 33 * | | 36 * | 21 | 22 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | 12.0 | 12.4 | 13.5 | 13.8 | 16.8 | 18.3 | 20.0 | 20.6 | 12.4 | 10.8 | 10.2 | 10.5 |

**NBC TV**

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 13,340<br>18.3 | | | | 14,580<br>20.0 | | | | 16,910<br>23.2 | | | |
| Program | Life and Times of Grizzly Adams (8:00-9:00PM) | | | | (OP) Rockford Files (R) | | | | Quincy, M.E. (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 10,350<br>14.2 | 13.1* | | 15.4* | 11,080<br>15.2 | 14.8* | | 15.6* | 13,050<br>17.9 | 17.1* | | 18.7* |
| SHARE OF AUDIENCE % | 29 | 28 * | | 30 * | 28 | 28 * | | 28 * | 34 | 32 * | | 36 * |
| AVG. AUD. BY ¼ HR. % | 12.5 | 13.7 | 15.0 | 15.7 | 14.5 | 15.0 | 15.4 | 15.9 | 16.6 | 17.5 | 18.3 | 19.1 |

**TV HOUSEHOLDS USING TV (See Def. 1)**

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 44.3 | 45.9 | 46.5 | 48.2 | 48.7 | 50.9 | 52.9 | 54.6 | 54.8 | 56.0 | 57.5 | 58.6 | 58.7 | 58.8 | 58.3 | 57.0 |
| WK 2 | 41.0 | 42.3 | 43.1 | 45.6 | 46.7 | 48.6 | 50.4 | 52.3 | 53.0 | 54.2 | 55.9 | 56.5 | 53.6 | 52.8 | 52.4 | 51.8 |

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. FRI. MAY 12, 1978

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

## EVE. SAT. MAY 6, 1978 — WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 9,040<br>12.4 | | 12,540<br>17.2 | | 19,540<br>26.8 | | | | 18,230<br>25.3 | | | |
| Program | | | | | Mel & Susan Together | | Operation Petticoat | | Love Boat | | | (OP) | Fantasy Island | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,870<br>10.8 | | 11,150<br>15.3 | | 16,260<br>22.3 | 21.0* | | 23.6* | 15,310<br>21.0 | 21.3* | | 20.7* |
| SHARE OF AUDIENCE % | | | | | 23 | | 30 | | 39 | 38 * | | 41 * | 37 | 37 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.0 | 10.5 | 14.1 | 16.5 | 19.8 | 22.3 | 23.5 | 23.8 | 21.6 | 20.9 | 21.0 | 20.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 12,540<br>17.2 | | 11,230<br>15.4 | | 14,730<br>20.2 | | | | | | | |
| Program | | | | | The Jeffersons (R) | | Ted Knight Show | (OP) | Cheyenne Social Club (9:00-11:00PM)(R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,080<br>15.2 | | 9,260<br>12.7 | | 10,210<br>14.0 | 12.7* | | 13.8* | | 14.9* | | 14.5* |
| SHARE OF AUDIENCE % | | | | | 32 | | 25 | | 25 | 23 * | | 24 * | | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.4 | 15.9 | 12.9 | 12.6 | 12.5 | 12.9 | 13.6 | 14.1 | 15.1 | 14.7 | 14.6 | 14.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 13,120<br>18.0 | | | | 17,200<br>23.6 | | | | | | | |
| Program | | | | | Bionic Woman | | | (OP) | NBC Saturday Night at the Movies "ALICE DOESN'T LIVE HERE ANYMORE" (9:00-11:09PM)(1) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,700<br>13.3 | 12.6* | | 14.1* | 10,940<br>15.0 | 14.4* | | 14.4* | | 15.2* | | 15.6* |
| SHARE OF AUDIENCE % | | | | | 27 | 27 * | | 28 * | 27 | 26 * | | 25 * | | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.9 | 13.3 | 13.9 | 14.3 | 14.2 | 14.6 | 14.4 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

## EVE. SAT. MAY 13, 1978 — WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | [illegible]<br>17.4 | | | | 18,520<br>25.4 | | | | [illegible] | | | |
| Program | | | | | Rich Little's Washington Follies (8:00-9:00PM) | | | | Love Boat | | | (OP) | Alan King's Second Final Warning | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,820<br>12.1 | 10.5* | | 13.7* | 15,090<br>20.7 | 19.2* | | 22.3* | 12,760<br>17.5 | 18.3* | | 16.8* |
| SHARE OF AUDIENCE % | | | | | 26 | 24 * | | 29 * | 39 | 38 * | | 41 * | 33 | 34 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | | | | | 10.2 | 10.8 | 13.2 | 14.3 | 17.9 | 20.5 | 22.1 | 22.4 | 19.1 | 17.6 | 17.1 | 16.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 11,080<br>15.2 | | 8,460<br>11.6 | | 16,620<br>22.8 | | | | | | | |
| Program | | | | | The Jeffersons (R) | | Ted Knight Show | (OP) | Breakheart Pass (9:00-11:00PM)(R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,550<br>13.1 | | 7,510<br>10.3 | | 10,280<br>14.1 | 13.2* | | 13.7* | | 14.7* | | 14.9* |
| SHARE OF AUDIENCE % | | | | | 29 | | 22 | | 27 | 26 * | | 25 * | | 27 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.8 | 13.4 | 10.3 | 10.4 | 13.2 | 13.1 | 13.3 | 14.1 | 14.3 | 15.0 | 15.3 | 14.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,510<br>19.9 | | | | 15,750<br>21.6 | | | | | | | |
| Program | | | | | Bionic Woman | | | (OP) | NBC Saturday Night at the Movies "COLUMBO: THE CONSPIRATORS" (9:00-11:00PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,500<br>14.4 | 12.8* | | 15.9* | 10,280<br>14.1 | 12.9* | | 13.6* | | 14.9* | | 15.2* |
| SHARE OF AUDIENCE % | | | | | 31 | 29 * | | 33 * | 27 | 25 * | | 25 * | | 28 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.2 | 13.5 | 15.6 | 16.2 | 13.0 | 12.8 | 13.4 | 13.7 | 14.8 | 15.0 | 15.2 | 15.1 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK 1 | 41.8 | 43.3 | 44.7 | 46.1 | 46.4 | 48.4 | 49.9 | 51.8 | 53.8 | 56.1 | 57.8 | 58.6 | 58.1 | 56.7 | 56.2 | 55.7 |
| WK 2 | 37.3 | 39.5 | 39.7 | 41.5 | 43.6 | 45.6 | 47.1 | 48.6 | 50.2 | 51.6 | 53.7 | 55.1 | 54.2 | 53.7 | 53.1 | 51.7 |

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

**EVE. SUN. MAY 7, 1978**

| Week | Network | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45–11:00 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | ABC TV | TOTAL AUDIENCE (Households (000)) | 13,413 | | | | 15,090 | | | | 22,233 | | | | | | | |
| WEEK 1 | ABC TV | TOTAL AUDIENCE (%) | 18.4 | | | | 20.7 | | | | 30.5 | | | | | | | |
| WEEK 1 | ABC TV | Program | Hardy Boys Nancy Drew Mysteries "HARDY BOYS" | | | (OP) | How the West Was Won | | | (OP) | Battle of the Network Stars | | | | | | | |
| WEEK 1 | ABC TV | AVERAGE AUDIENCE (Households (000)) | 10,130 | | | | 12,100 | | | | 14,510 | | | | | | | |
| WEEK 1 | ABC TV | AVERAGE AUDIENCE (%) | 13.9 | 12.7* | | 15.1* | 16.6 | 16.6* | | 16.5* | 19.9 | 19.5* | | 21.5* | | 20.4* | | 19.2* |
| WEEK 1 | ABC TV | SHARE OF AUDIENCE % | 20 | 25 * | | 27 * | 27 | 28 * | | 26 * | 31 | 30 * | | 32 * | | 32 * | | 30 * |
| WEEK 1 | ABC TV | AVG. AUD. BY ¼ HR. % | 12.0 | 13.4 | 14.6 | 15.6 | 16.5 | 16.6 | 16.6 | 16.4 | 18.8 | 20.2 | 21.5 | 21.5 | 20.8 | 20.0 | 18.9 | 17.5 |
| WEEK 1 | CBS TV | TOTAL AUDIENCE (Households (000)) | 20,413 | | | | 21,140 | | | | 15,890 | | 15,020 | | 15,240 | | | |
| WEEK 1 | CBS TV | TOTAL AUDIENCE (%) | 28.0 | | | | 29.0 | | | | 21.8 | | 20.6 | | 20.9 | | | |
| WEEK 1 | CBS TV | Program | 60 Minutes | | | | Elvis in Concert (8:00-9:00PM)(R) | | | (OP) | All In The Family (R) | | Alice (R) | | Johnny Cash: Spring Fever (10:00-11:00PM) | | | |
| WEEK 1 | CBS TV | AVERAGE AUDIENCE (Households (000)) | 16,480 | | | | 15,240 | | | | 14,580 | | 13,850 | | 12,320 | | | |
| WEEK 1 | CBS TV | AVERAGE AUDIENCE (%) | 22.6 | 21.7* | | 23.6* | 20.9 | 20.5* | | 21.3* | 20.0 | | 19.0 | | 16.9 | 17.2* | | 16.7* |
| WEEK 1 | CBS TV | SHARE OF AUDIENCE % | 42 | 42 * | | 41 * | 34 | 34 * | | 34 * | 30 | | 28 | | 27 | 27 * | | 28 * |
| WEEK 1 | CBS TV | AVG. AUD. BY ¼ HR. % | 20.8 | 22.6 | 23.5 | 23.7 | 20.5 | 20.6 | 20.6 | 22.0 | 19.9 | 20.1 | 18.7 | 19.3 | 17.3 | 17.1 | 16.6 | 16.8 |
| WEEK 1 | NBC TV | TOTAL AUDIENCE (Households (000)) | 12,100 | | | | 17,130 | | | | 23,330 | | | | | | | |
| WEEK 1 | NBC TV | TOTAL AUDIENCE (%) | 16.6 | | | | 23.5 | | | | 32.0 | | | | | | | |
| WEEK 1 | NBC TV | Program | Wonderful World of Disney "THOSE CALLOWAYS" Pt. III (R) | | | | Project U.F.O. | | | (OP) | Big Event "WHEELS" Pt. I 9:00-11:00PM) | | | | | | | |
| WEEK 1 | NBC TV | AVERAGE AUDIENCE (Households (000)) | 8,970 | | | | 13,270 | | | | 16,910 | | | | | | | |
| WEEK 1 | NBC TV | AVERAGE AUDIENCE (%) | 12.3 | 10.7* | | 13.9* | 18.2 | 16.6* | | 19.8* | 23.2 | 22.1* | | 24.3* | | 24.0* | | 22.6* |
| WEEK 1 | NBC TV | SHARE OF AUDIENCE % | 23 | 21 * | | 24 * | 30 | 28 * | | 31 * | 36 | 34 * | | 36 * | | 37 * | | [illegible] |
| WEEK 1 | NBC TV | AVG. AUD. BY ¼ HR. % | 9.8 | 11.6 | 13.4 | 14.3 | 15.6 | 17.5 | 19.6 | 20.1 | 21.3 | 22.8 | 24.4 | 24.2 | 24.1 | 23.8 | 21.2 | [illegible] |
| WEEK 2 | ABC TV | TOTAL AUDIENCE (Households (000)) | 9,840 | | | | 13,780 | | | | [illegible] | | | | | | | |
| WEEK 2 | ABC TV | TOTAL AUDIENCE (%) | 13.5 | | | | 18.9 | | | | 24.5 | | | | | | | |
| WEEK 2 | ABC TV | Program | Hardy Boys / Nancy Drew Mysteries "HARDY BOYS" (R) | | | (OP) | How the West Was Won | | | (OP) | ABC Sunday Night Movie "LEAVE YESTERDAY BEHIND" (9:00-11:00PM) | | | | | | | |
| WEEK 2 | ABC TV | AVERAGE AUDIENCE (Households (000)) | 7,580 | | | | 10,420 | | | | 12,830 | | | | | | | |
| WEEK 2 | ABC TV | AVERAGE AUDIENCE (%) | 10.4 | 9.7* | | 11.0* | 14.3 | 14.0* | | 14.7* | 17.6 | 15.9* | | 17.9* | | 18.5* | | 18.3* |
| WEEK 2 | ABC TV | SHARE OF AUDIENCE % | 22 | 22 * | | 22 * | 26 | 26 * | | 25 * | 29 | 26 * | | 29 * | | 29 * | | 31 * |
| WEEK 2 | ABC TV | AVG AUD. BY ¼ HR. % | 9.3 | 10.2 | 10.5 | 11.4 | 13.8 | 14.1 | 15.0 | 14.4 | 15.3 | 16.4 | 17.5 | 18.3 | 18.5 | 18.4 | 18.6 | 18.0 |
| WEEK 2 | CBS TV | TOTAL AUDIENCE (Households (000)) | 17,640 | | | | 15,020 | | 16,910 | | 19,329 | | | | | | | |
| WEEK 2 | CBS TV | TOTAL AUDIENCE (%) | 24.2 | | | | 20.6 | | 23.2 | | 26.5 | | | | | | | |
| WEEK 2 | CBS TV | Program | 60 Minutes | | | | All In The Family (R) | | Alice (R) | | (OP) Brannigan (9:00-11:00PM)(R) | | | | | | | |
| WEEK 2 | CBS TV | AVERAGE AUDIENCE (Households (000)) | 13,490 | | | | 13,270 | | 15,020 | | 12,470 | | | | | | | |
| WEEK 2 | CBS TV | AVERAGE AUDIENCE (%) | 18.5 | 17.0* | | 20.1* | 18.2 | | 20.6 | | 17.1 | 17.3* | | 17.0* | | 17.5* | | 16.6* |
| WEEK 2 | CBS TV | SHARE OF AUDIENCE % | 40 | 39 * | | 41 * | 34 | | 35 | | 28 | 29 * | | 27 * | | 28 * | | 28 * |
| WEEK 2 | CBS TV | AVG. AUD. BY ¼ HR. % | 16.2 | 17.8 | 19.6 | 20.5 | 17.3 | 19.1 | 19.7 | 21.5 | 17.4 | 17.3 | 17.2 | 16.8 | 17.5 | 17.5 | 16.7 | 16.5 |
| WEEK 2 | NBC TV | TOTAL AUDIENCE (Households (000)) | 18,520 | | | | | | | | 23,330 | | | | | | | |
| WEEK 2 | NBC TV | TOTAL AUDIENCE (%) | 25.4 | | | | | | | | 32.0 | | | | | | | |
| WEEK 2 | NBC TV | Program | Wonderful World of Disney "CHILD OF GLASS" | | | | | | | (OP) | Big Event "WHEELS" Pt. IV (9:00-11:00PM) | | | | | | | |
| WEEK 2 | NBC TV | AVERAGE AUDIENCE (Households (000)) | 10,500 | | | | | | | | 17,930 | | | | | | | |
| WEEK 2 | NBC TV | AVERAGE AUDIENCE (%) | 14.4 | 12.0* | | 13.2* | | 15.2* | | 17.3* | 24.6 | 23.6* | | 25.1* | | 25.3* | | 24.4* |
| WEEK 2 | NBC TV | SHARE OF AUDIENCE % | 28 | 27 * | | 27 * | | 29 * | | 30 * | 40 | 39 * | | 40 * | | 40 * | | 41 * |
| WEEK 2 | NBC TV | AVG. AUD. BY ¼ HR. % | 11.6 | 12.4 | 12.9 | 13.4 | 14.9 | 15.5 | 16.5 | 18.0 | 22.8 | 24.4 | 25.0 | 25.3 | 25.5 | 25.0 | 24.5 | 24.3 |
| | TV HOUSEHOLDS USING TV (See Def. 1) | WK 1 | 50.4 | 52.9 | 56.0 | 57.9 | 58.6 | 60.6 | 62.4 | 64.2 | 64.9 | 66.7 | 67.3 | 67.6 | 65.5 | 63.7 | 61.6 | 59.0 |
| | TV HOUSEHOLDS USING TV (See Def. 1) | WK 2 | 42.5 | 45.1 | 48.1 | 50.3 | 51.9 | 54.7 | 56.9 | 59.2 | 60.1 | 61.0 | 62.3 | 63.1 | 63.5 | 62.5 | 60.7 | 59.2 |

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page II (OP) See Other Programs Section: Page A-36

## SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

### WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| **ABC TV** | ABC Weekend News - Sunday | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,590<br>6.3 | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,670<br>6.4 | | | | | | | |
| SHARE OF AUDIENCE % | 14 | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.4 | | | | | | | |
| **CBS TV** | CBS Sunday News-Bradley | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 6,200<br>8.5 | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,980<br>8.2 | | | | | | | |
| SHARE OF AUDIENCE % | 17 | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 8.2 | | | | | | | |
| **NBC TV** | | | ←NBC Late Night Movie→ | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 5,320<br>7.3 | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,840<br>3.9 | 4.7* | | 4.0* | | |
| SHARE OF AUDIENCE % | | | 18 | 16 * | | 17 * | | |
| AVG. AUD. BY ¼ HR. % | | | 5.0 | [illegible] | [illegible] | [illegible] | [illegible] | |

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 |
|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | |
| **CBS TV** | ←Late Movie I (1)(OP)→ | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 7,290<br>10.0 | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,520<br>6.2 | 7.4* | | 6.1* | | 5.2* | | 5.1* | | |
| SHARE OF AUDIENCE % | 28 | 25 * | | 27 * | | 30 * | | 39 * | | |
| AVG. AUD. BY ¼ HR. % | 7.8 | 7.1 | 6.6 | 5.8 | 5.3 | 5.1 | 4.8 | 5.1 | 4.2 | |
| **NBC TV** | ←Tonight Show (1)→ | | | | | | ←Tomorrow Show (1)(OP)→ | | | |
| TOTAL AUDIENCE (Households (000) & %) | 10,570<br>14.5 | | | | | | 2,620<br>3.6 | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,830<br>8.0 | 9.8* | | 7.3* | | | 1,970<br>2.7 | [illegible] | | |
| SHARE OF AUDIENCE % | 31 | 32 * | | 31 * | | | 27 | [illegible] | | |
| AVG. AUD. BY ¼ HR. % | 10.7 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | |

### WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 |
|---|---|---|---|---|---|---|---|---|
| **ABC TV** | ABC Weekend News - Sunday | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,590<br>6.3 | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,370<br>6.0 | | | | | | | |
| SHARE OF AUDIENCE % | 13 | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.0 | | | | | | | |
| **CBS TV** | CBS Sunday News-Bradley | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,180<br>7.1 | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,960<br>6.8 | | | | | | | |
| SHARE OF AUDIENCE % | 15 | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.8 | | | | | | | |
| **NBC TV** | | | ←NBC Late Night Movie→ | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 4,810<br>6.6 | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,060<br>4.2 | 4.9* | | 4.3* | | |
| SHARE OF AUDIENCE % | | | 20 | 18 * | | 20 * | | |
| AVG. AUD. BY ¼ HR. % | | | 5.0 | 4.7 | 4.5 | 4.0 | 3.8 | |

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 |
|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | |
| **CBS TV** | ←Late Movie I (1)→ | | | | | (OP) | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 7,290<br>10.0 | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,810<br>6.6 | 7.4* | | 6.4* | | 6.0* | | | | |
| SHARE OF AUDIENCE % | 28 | 25 * | | 28 * | | 33 * | | | | |
| AVG. AUD. BY ¼ HR. % | 7.7 | 7.1 | 6.6 | 6.1 | 5.8 | 5.9 | 5.5 | | | |
| **NBC TV** | ←Tonight Show (1)→ | | | | | | ←Tomorrow Show (1)(OP)→ | | | |
| TOTAL AUDIENCE (Households (000) & %) | 10,210<br>14.0 | | | | | | 2,700<br>3.7 | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,690<br>7.8 | 9.7* | | 7.1* | | | 2,040<br>2.8 | 3.1* | | |
| SHARE OF AUDIENCE % | 31 | 32 * | | 30 * | | | 23 | 24 * | | |
| AVG. AUD. BY ¼ HR. % | 10.6 | 8.8 | 7.7 | 6.6 | 5.7 | 4.3 | 3.3 | 2.9 | 2.4 | |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | Sun 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | M-F 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 48.6 | 40.9 | 31.8 | 27.7 | 25.0 | 22.2 | 19.2 | 32.4 | 28.4 | 25.0 | 22.2 | 19.2 | 17.3 | 14.9 | 13.0 | 11.4 |
| WK 2 | 46.8 | 38.2 | 29.1 | 25.8 | 23.1 | 20.9 | 18.6 | 32.0 | 28.5 | 25.2 | 22.6 | 19.6 | 17.5 | 14.8 | 12.7 | 11.2 |

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 1-5, 1978

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 (–11:00) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 2,700 | | | | 3,130 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | 3.7 | | | | 4.3 | | | | | | | | | |
| Program | Good Morning, America | | | | | | | | | | | | | | | |
| | (Co-op) | | (Participating) | | (Co-op) | | (Participating) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 2,040 | | | | 2,550 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 2.8 | | | | 3.5 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 22 | | | | 22 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.6 | 2.9 | | | 3.5 | 3.6 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | 2,550 | | | 3,500 | | | | | | | | 3,960 | | 4,310 | |
| TOTAL AUDIENCE (%) | | 3.5 | | | 4.8 | | | | | | | | 4.2 | | 5.5 | |
| Program | CBS Morning News | | | | Captain Kangaroo | | | | | | | | Pass the Buck MTUWF (S-(OP)) | | Price is Right 1 MTUWF (S-(OP)) | |
| | (Co-op) | | (Participating) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | 1,530 | | | 2,190 | | | | | | | | 2,480 | | 3,430 | |
| AVERAGE AUDIENCE (%) | | 2.1 | | 2.1* | 3.0 | 2.8* | | 3.3* | | | | | 3.4 | | 4.7 | |
| SHARE OF AUDIENCE % | | 17 | | 16 * | 19 | 18 * | | 21 * | | | | | 21 | | 26 | |
| AVG. AUD. BY ¼ HR. % | | 2.1 | 2.0 | 2.2 | 2.5 | 3.0 | 3.3 | 3.3 | | | | | 3.2 | 3.6 | 4.4 | 4.9 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 3,860 | | | | 4,160 | | | | | | 3,720 | | 4,450 | |
| TOTAL AUDIENCE (%) | | | 5.3 | | | | 5.7 | | | | | | 5.1 | | 6.1 | |
| Program | Today Show | | | | | | | | | | | | Card Sharks | | Hollywood Squares (1) | |
| | (Co-op) | | (Participating) | | (Co-op) | | (Participating) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 3,130 | | | | 3,500 | | | | | | 3,210 | | 3,860 | |
| AVERAGE AUDIENCE (%) | | | 4.3 | | | | 4.8 | | | | | | 4.4 | | 5.3 | |
| SHARE OF AUDIENCE % | | | 30 | | | | 33 | | | | | | 26 | | 30 | |
| AVG. AUD. BY ¼ HR. % | | | 4.4 | 4.2 | | | 4.8 | 4.8 | | | | | [illegible] | [illegible] | [illegible] | [illegible] |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | [illegible] | | | | [illegible] | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | 3.1 | | | | 4.1 | | | | | | | | | |
| Program | Good Morning, America | | | | | | | | | | | | | | | |
| | (Co-op) | | (Participating) | | (Co-op) | | (Participating) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 1,680 | | | | 2,410 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 2.3 | | | | 3.3 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 18 | | | | 21 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.3 | 2.3 | | | 3.2 | 3.3 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | 2,410 | | | 3,570 | | | | | | | | 2,620 | | 3,790 | |
| TOTAL AUDIENCE (%) | | 3.3 | | | 4.9 | | | | | | | | 3.6 | | 5.2 | |
| Program | CBS Morning News | | | | Captain Kangaroo | | | | | | | | Pass the Buck | | Price is Right 1 | |
| | (Co-op) | | (Participating) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | 1,310 | | | 2,190 | | | | | | | | 2,040 | | 3,210 | |
| AVERAGE AUDIENCE (%) | | 1.8 | | 1.9* | 3.0 | 2.8* | | 3.2* | | | | | 2.8 | | 4.4 | |
| SHARE OF AUDIENCE % | | 14 | | 15 * | 20 | 18 * | | 21 * | | | | | 18 | | 27 | |
| AVG. AUD. BY ¼ HR. % | | 1.7 | 1.7 | 2.1 | 2.6 | 3.1 | 3.3 | 3.1 | | | | | 2.6 | 3.0 | 4.1 | 4.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 4,160 | | | | 4,590 | | | | | | 3,500 | | 3,860 | |
| TOTAL AUDIENCE (%) | | | 5.7 | | | | 6.3 | | | | | | 4.8 | | 5.3 | |
| Program | Today Show | | | | | | | | | | | | Card Sharks | | Hollywood Squares (1) | |
| | (Co-op) | | (Participating) | | (Co-op) | | (Participating) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 3,430 | | | | 3,570 | | | | | | 2,990 | | 3,350 | |
| AVERAGE AUDIENCE (%) | | | 4.7 | | | | 4.9 | | | | | | 4.1 | | 4.6 | |
| SHARE OF AUDIENCE % | | | 33 | | | | 34 | | | | | | 26 | | 28 | |
| AVG. AUD. BY ¼ HR. % | | | 4.7 | 4.6 | | | 5.0 | 4.9 | | | | | 4.0 | 4.3 | 4.4 | 4.7 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 6.6 | 8.5 | 10.2 | 11.4 | 12.7 | 14.0 | 14.5 | 14.9 | 15.7 | 16.7 | 17.0 | 17.1 | 16.9 | 17.5 | 17.8 | 18.4 |
| WK 2 | 6.7 | 8.7 | 10.6 | 11.7 | 13.2 | 14.4 | 14.3 | 14.4 | 15.2 | 15.8 | 16.4 | 16.2 | 15.7 | 16.4 | 16.3 | 17.3 |

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).



DAY MON.-FRI. MAY 8-12, 1978

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 1-5, 1978

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 4,590<br>6.3 | | 5,980<br>8.2 | | 4,230<br>5.8 | | 5,390<br>7.4 | | 7,220<br>9.9 | | | | 6,120<br>8.4 | | | | |
| ABC TV program | Happy Days | | Family Feud | | $20,000 Pyramid | | Ryan's Hope | | ←All My Children (1) | | | → | ←One Life to Live | | | → | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,010<br>5.5 | | 5,100<br>7.0 | | 3,650<br>5.0 | | 4,590<br>6.3 | | 5,690<br>7.8 | 7.8* | | 7.7* | 4,590<br>6.3 | 6.1* | | 6.6* | |
| SHARE OF AUDIENCE % | 28 | | 33 | | 22 | | 28 | | 32 | 33 * | | 31 * | 25 | 24 * | | 27 * | |
| AVG. AUD. BY ¼ HR. % | 5.2 | 5.7 | 6.7 | 7.2 | 4.9 | 5.1 | 6.2 | 6.4 | 7.6 | 8.0 | 8.0 | 7.5 | 6.1 | 6.1 | 6.6 | 6.6 | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,520<br>6.2 | | 4,520<br>6.2 | | 5,690<br>7.8 | | 4,880<br>6.7 | | | | 6,930<br>9.5 | | | | 7,000<br>9.6 | | |
| CBS TV program | Price is Right 2 | | Love Of Life | (OP) | Young & the Restless | | Search for Tomorrow | | | | ←As The World Turns | | | → | Guiding Light | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,790<br>5.2 | | 3,790<br>5.2 | | 5,100<br>7.0 | | 4,520<br>6.2 | | | | 5,320<br>7.3 | 6.8* | | 7.8* | 5,250<br>7.2 | 7.5* | |
| SHARE OF AUDIENCE % | 27 | | 25 | | 31 | | 27 | | | | 29 | 27 * | | 31 * | 29 | 30 * | |
| AVG. AUD. BY ¼ HR. % | 5.0 | 5.4 | 4.9 | 5.5 | 6.8 | 7.2 | 6.3 | 6.1 | | | 6.7 | 7.1 | 7.8 | 7.8 | 7.4 | 7.4 | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,590<br>6.3 | | 5,100<br>7.0 | | 2,700<br>3.7 | | 3,570<br>4.9 | | 2,700<br>3.7 | | 6,200<br>8.5 | | | | 4,960<br>6.8 | | |
| NBC TV program | New High Rollers | | Wheel of Fortune (2) | | Sanford and Son | | Gong Show (2) | | For Richer, For Poorer | | ←Days Of Our Lives | | | → | The Doctors (2) | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,010<br>5.5 | | 4,520<br>6.2 | | 2,330<br>3.2 | | 2,990<br>4.1 | | 2,330<br>3.2 | | 4,740<br>6.5 | 6.2* | | 6.7* | 4,520<br>6.2 | | |
| SHARE OF AUDIENCE % | 28 | | 29 | | 14 | | 18 | | 14 | | 26 | 25 * | | 27 * | 25 | | |
| AVG. AUD. BY ¼ HR. % | 5.4 | 5.6 | 6.2 | 6.2 | 3.2 | 3.2 | 4.0 | 4.1 | 3.3 | 3.2 | 6.0 | 6.4 | 6.7 | 6.7 | 6.2 | 6.2 | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | [illegible]<br>6.2 | | 6,270<br>8.6 | | [illegible]<br>5.7 | | [illegible]<br>7.4 | | [illegible]<br>9.9 | | | | [illegible]<br>8.1 | | | | |
| ABC TV program | Happy Days | | Family Feud | | $20,000 Pyramid | | Ryan's Hope | | ←All My Children (1) | | | → | ←One Life to Live | | | → | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,790<br>5.2 | | 5,250<br>7.2 | | 3,570<br>4.9 | | 4,740<br>6.5 | | 5,610<br>7.7 | 7.9* | | 7.5* | 4,450<br>6.1 | 5.9* | | 6.2* | |
| SHARE OF AUDIENCE % | 29 | | 36 | | 23 | | 30 | | 32 | 34 * | | 30 * | 24 | 23 * | | 25 * | |
| AVG. AUD. BY ¼ HR. % | 4.8 | 5.5 | 6.9 | 7.5 | 4.9 | 4.9 | 6.3 | 6.6 | 7.7 | 8.0 | 7.8 | 7.2 | 5.9 | 5.9 | 6.2 | 6.2 | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,520<br>6.2 | | 4,300<br>5.9 | | 5,610<br>7.7 | | 5,180<br>7.1 | | | | 7,580<br>10.4 | | | | 7,000<br>9.6 | | |
| CBS TV program | Price is Right 2 | | Love Of Life | (OP) | Young & the Restless | | Search for Tomorrow | | | | ←As The World Turns | | | → | Guiding Light | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,720<br>5.1 | | 3,650<br>5.0 | | 5,030<br>6.9 | | 4,590<br>6.3 | | | | 5,610<br>7.7 | 7.5* | | 8.0* | 5,320<br>7.3 | 7.5* | |
| SHARE OF AUDIENCE % | 29 | | 26 | | 32 | | 29 | | | | 31 | 30 * | | 31 * | 29 | 30 * | |
| AVG. AUD. BY ¼ HR. % | 4.9 | 5.3 | 4.7 | 5.2 | 6.6 | 7.1 | 6.4 | 6.2 | | | 7.2 | 7.7 | 8.1 | 8.0 | 7.5 | 7.6 | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,080<br>5.6 | | 4,230<br>5.8 | | 2,620<br>3.6 | | 3,350<br>4.6 | | 2,700<br>3.7 | | 6,490<br>8.9 | | | | 5,180<br>7.1 | | |
| NBC TV program | New High Rollers | | Wheel of Fortune (2) | | Sanford and Son | | Gong Show (2) | | For Richer, For Poorer | | ←Days Of Our Lives | | | → | The Doctors (2) | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,570<br>4.9 | | 3,650<br>5.0 | | 2,260<br>3.1 | | 2,770<br>3.8 | | 2,190<br>3.0 | | 4,880<br>6.7 | 6.3* | | 7.0* | 4,590<br>6.3 | | |
| SHARE OF AUDIENCE % | 28 | | 26 | | 14 | | 17 | | 13 | | 27 | 25 * | | 28 * | 25 | | |
| AVG. AUD. BY ¼ HR. % | 5.0 | 4.9 | 4.9 | 5.1 | 3.0 | 3.1 | 3.6 | 4.0 | 3.0 | 3.1 | 6.1 | 6.6 | 7.0 | 7.0 | 6.3 | 6.3 | |
| TV HOUSEHOLDS USING TV (See Def. 1) WK 1 | 19.1 | 19.9 | 20.9 | 21.9 | 22.9 | 23.2 | 22.9 | 23.2 | 23.9 | 24.4 | 24.3 | 24.4 | 24.0 | 24.4 | 24.5 | 25.1 | |
| WK 2 | 17.9 | 18.7 | 19.2 | 20.1 | 21.1 | 22.2 | 22.2 | 22.9 | 23.4 | 23.9 | 24.5 | 25.1 | 24.6 | 24.9 | 25.0 | 25.6 | |

U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE", (SUS.).



DAY MON.-FRI. MAY 8-12, 1978

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 1-5, 1978

## WEEK 1

| ABC TV | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30–5:30 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|
| Program | General Hospital | | | | Edge of Night | | Special (C+) | ABC Evening News Reasoner Walters | |
| TOTAL AUDIENCE (Households (000) & %) | 6,050<br>8.3 | | | | 4,080<br>5.6 | | | 7,000<br>[illegible] | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,670<br>6.4 | 6.3* | | 6.4* | 3,650<br>5.0 | | | 6,050<br>8.3 | |
| SHARE OF AUDIENCE % | 24 | 25 * | | 23 * | 18 | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 6.3 | 6.3 | 6.4 | 6.5 | 4.9 | 5.0 | | 7.9 | [illegible] |

| CBS TV | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|
| Program | Guiding Light | | All In The Family | | Match Game '78 | | CBS Evening News with Walter Cronkite | |
| TOTAL AUDIENCE (Households (000) & %) | | | 6,270<br>8.6 | | 4,740<br>6.5 | | 11,310<br>15.6 | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.0* | 5,180<br>7.1 | | 4,010<br>5.5 | | 9,990<br>13.7 | |
| SHARE OF AUDIENCE % | | 27 * | 26 | | 19 | | 31 | |
| AVG. AUD. BY ¼ HR. % | 7.0 | 7.0 | 6.8 | 7.5 | 5.2 | 5.9 | 13.4 | 13.9 |

| NBC TV | 3:00 | 3:15 | 3:30 | 3:45 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|
| Program | Another World (1) | | | | NBC Nightly News | |
| TOTAL AUDIENCE (Households (000) & %) | 7,580<br>10.4 | | | | 9,730<br>13.3 | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,760<br>7.9 | 7.5* | | 8.4* | 8,380<br>11.5 | |
| SHARE OF AUDIENCE % | 30 | 29 * | | 31 * | 25 | |
| AVG. AUD. BY ¼ HR. % | [illegible] | [illegible] | [illegible] | [illegible] | 11.2 | 11.8 |

## WEEK 2

| ABC TV | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|
| Program | General Hospital | | | | Edge of Night | | ABC Evening News Reasoner/Walters | |
| TOTAL AUDIENCE (Households (000) & %) | [illegible] | | | | [illegible]<br>6.0 | | [illegible] | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,740<br>6.5 | 6.3* | | 6.8* | 3,940<br>5.4 | | 6,200<br>8.5 | |
| SHARE OF AUDIENCE % | 24 | 24 * | | 25 * | 20 | | 20 | |
| AVG. AUD. BY ¼ HR. % | 6.2 | 6.2 | 6.8 | 6.9 | 5.4 | 5.3 | 8.2 | 8.9 |

| CBS TV | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|
| Program | Guiding Light | | All In The Family | | Match Game '78 MTUWF (S)(OP) | | CBS Evening News with Walter Cronkite | |
| TOTAL AUDIENCE (Households (000) & %) | | | 6,200<br>8.5 | | 4,590<br>6.3 | | 10,420<br>14.3 | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.0* | 5,180<br>7.1 | | 3,940<br>5.4 | | 9,190<br>12.6 | |
| SHARE OF AUDIENCE % | | 27 * | 26 | | 19 | | 30 | |
| AVG. AUD. BY ¼ HR. % | 7.2 | 6.9 | 6.7 | 7.5 | 5.1 | 5.6 | 12.7 | 12.5 |

| NBC TV | 3:00 | 3:15 | 3:30 | 3:45 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|
| Program | Another World (1) | | | | NBC Nightly News | |
| TOTAL AUDIENCE (Households (000) & %) | 7,650<br>10.5 | | | | 8,990<br>12.2 | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,830<br>8.0 | 7.4* | | 8.6* | 7,300<br>10.7 | |
| SHARE OF AUDIENCE % | 30 | 29 * | | 31 * | 25 | |
| AVG. AUD. BY ¼ HR. % | 6.9 | 7.9 | 8.7 | 8.5 | 10.5 | 10.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 25.4 | 26.8 | 27.7 | 28.9 | 28.9 | 30.2 | 30.7 | 32.2 | 33.6 | 35.0 | 36.4 | 38.3 | 41.0 | 42.6 | 44.3 | 45.7 |
| WK 2 | 25.7 | 27.0 | 27.7 | 28.2 | 27.0 | 28.3 | 29.4 | 31.0 | 32.1 | 33.4 | 34.8 | 37.1 | 39.9 | 41.9 | 42.4 | 43.1 |

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).



DAY MON.-FRI. 8-12. 1978

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAY 6, 1978

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,430<br>4.7 | | 5,320<br>7.3 | | 5,183<br>7.1 | | 6,050<br>8.3 | | 5,390<br>7.4 | | 7,510<br>10.3 | |
| Program | | | | | All New Super-Friends I | | All New Super-Friends II (OP) | | Scooby's All-Star Laff-A-Lympics I | | Scooby's All-Star Laff-A-Lympics II (OP) | | Scooby's All-Star Laff-A-Lympics III | | Scooby's All-Star Laff-A-Lympics IV (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,700<br>3.7 | | 4,230<br>5.8 | | 4,370<br>6.0 | | 4,810<br>6.6 | | 4,740<br>6.5 | | 6,050<br>8.3 | |
| SHARE OF AUDIENCE % | | | | | 35 | | 37 | | 31 | | 30 | | 27 | | 33 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.1 | 4.2 | 5.7 | 5.8 | 5.9 | 6.2 | 6.6 | 6.7 | 6.3 | 6.8 | 9.0 | 7.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,840<br>3.9 | | 3,790<br>5.2 | | 5,540<br>7.6 | | 6,930<br>9.5 | | 8,160<br>11.2 | | 6,490<br>8.9 | |
| Program | | | | | Three Robonic Stooges (OP) | | Speed Buggy (OP) | | Bugs Bunny/ Road Runner 1 | | Bugs Bunny/ Road Runner 2 (OP) | | Bugs Bunny/ Road Runner 3 (OP) | | Batman/Tarzan Adventure I (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,410<br>3.3 | | 2,770<br>3.8 | | 4,670<br>6.4 | | 5,980<br>8.2 | | 7,220<br>9.9 | | 5,390<br>7.4 | |
| SHARE OF AUDIENCE % | | | | | 27 | | 22 | | 30 | | 35 | | 40 | | 30 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.9 | 3.6 | 3.5 | 4.2 | 6.1 | 6.7 | 7.6 | 8.8 | 9.9 | 9.8 | 7.6 | 7.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,700<br>[illegible] | | 3,860<br>5.3 | | 5,390<br>7.4 | | 5,390<br>7.4 | | 5,030<br>6.9 | | 4,370<br>6.0 | |
| Program | | | I am the Greatest (SUS.) | | Hong Kong Phooey | | Go Go Globetrotters I | | Go Go Globetrotters II | | Go Go Globetrotters III | | Go Go Globetrotters IV ( ) | | Think Pink Panther | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,040<br>2.8 | | 3,350<br>4.6 | | 4,370<br>6.0 | | 4,520<br>6.2 | | 4,010<br>5.5 | | 3,570<br>4.9 | |
| SHARE OF AUDIENCE % | | | | | 26 | | 30 | | 31 | | 28 | | 23 | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.6 | 3.1 | 4.2 | 5.0 | 5.8 | 6.2 | 6.4 | 5.9 | 5.4 | 5.6 | 4.7 | 5.2 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,430<br>4.7 | | 4,810<br>6.6 | | 5,180<br>7.1 | | [illegible]<br>7.9 | | [illegible] | | [illegible] | |
| Program | | | | | All New Super-Friends I | | All New Super-Friends II (OP) | | Scooby's All-Star Laff-A-Lympics I | | Scooby's All-Star Laff-A-Lympics II (OP) | | Scooby's All-Star Laff-A-Lympics III | | Scooby's All-Star Laff-A-Lympics IV (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,770<br>3.8 | | 4,010<br>5.5 | | 4,590<br>6.3 | | 4,300<br>5.9 | | 4,230<br>5.8 | | 5,100<br>7.0 | |
| SHARE OF AUDIENCE % | | | | | 37 | | 37 | | 32 | | 27 | | 25 | | 30 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.2 | 4.4 | 5.5 | 5.6 | 6.1 | 6.5 | 6.2 | 5.5 | 5.8 | 5.9 | 7.3 | 6.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,260<br>3.1 | | 3,060<br>4.2 | | 5,830<br>8.0 | | 7,000<br>9.6 | | 7,650<br>10.5 | | 6,200<br>8.5 | |
| Program | | | | | Three Robonic Stooges (OP) | | Speed Buggy (OP) | | Bugs Bunny/ Road Runner 1 | | Bugs Bunny/ Road Runner 2 (OP) | | Bugs Bunny/ Road Runner 3 (OP) | | Batman/Tarzan Adventure I (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,530<br>2.1 | | 2,260<br>3.1 | | 4,590<br>6.3 | | 5,830<br>8.0 | | 6,630<br>9.1 | | 5,320<br>7.3 | |
| SHARE OF AUDIENCE % | | | | | 19 | | 19 | | 31 | | 36 | | 40 | | 31 | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.9 | 2.3 | 2.6 | 3.6 | 5.4 | 7.1 | 7.6 | 8.4 | 9.0 | 9.3 | 7.3 | 7.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,410<br>3.3 | | 3,790<br>5.2 | | 4,880<br>6.7 | | 5,100<br>7.0 | | 4,880<br>6.7 | | 5,250<br>7.2 | |
| Program | | | I am the Greatest (SUS.) | | Hong Kong Phooey | | Go Go Globetrotters I | | Go Go Globetrotters II | | Go Go Globetrotters III | | Go Go Globetrotters IV (1) | | Think Pink Panther | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,970<br>2.7 | | 3,210<br>4.4 | | 4,080<br>5.6 | | 4,370<br>6.0 | | 4,230<br>5.8 | | 4,230<br>5.8 | |
| SHARE OF AUDIENCE % | | | | | 26 | | 29 | | 29 | | 28 | | 25 | | 25 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.2 | 3.2 | 4.0 | 4.7 | 5.5 | 5.8 | 5.9 | 6.2 | 5.8 | 5.8 | 5.4 | 6.2 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK 1 | 3.9 | 5.1 | 6.9 | 8.5 | 10.8 | 13.7 | 16.2 | 18.0 | 20.4 | 21.5 | 23.0 | 23.7 | 24.3 | 24.7 | 25.2 | 24.1 |
| WK 2 | 3.3 | 3.5 | 4.9 | 6.7 | 9.8 | 12.8 | 15.2 | 16.8 | 19.4 | 21.5 | 22.0 | 22.8 | 22.8 | 23.2 | 23.2 | 23.6 |

U.S. TV Households: 72,900,000 *Half-hour ratings for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36



(1) "NBC JR. HALL OF FAME", (SUS.).

DAY SAT. MAY 13, 1978

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAY 6, 1978

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 6,120 | | 5,690 | | 5,540 | | 5,900 | | | | | | | | 4,960 | |
| TOTAL AUDIENCE (%) | 8.4 | | 7.8 | | 7.6 | | 8.1 | | | | | | | | 6.8 | |
| Program | Krofft Supershow 78-I | | Krofft Supershow 78-II (OP) | | ABC Weekend Specials "THE PUPPY WHO WANTED A BOY" | | ← American Bandstand '78 → | | | | | | | | ← Byron Nelson Golf → | |
| AVERAGE AUDIENCE (Households (000)) | 5,180 | | 4,810 | | 4,670 | | 3,350 | | | | | | | | 2,190 | |
| AVERAGE AUDIENCE (%) | 7.1 | | 6.6 | | 6.4 | | 4.6 | 4.5* | | 4.8* | | | | | 3.0 | 3.0* |
| SHARE OF AUDIENCE % | 30 | | 30 | | 31 | | 19 | 19 * | | 20 * | | | | | 11 | 12 * |
| AVG. AUD. BY ¼ HR. % | 7.2 | 7.0 | 7.2 | 5.9 | 6.1 | 6.6 | 4.3 | 4.6 | 4.7 | 4.8 | | | | | 3.2 | 2.8 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 6,200 | | 5,180 | | 4,590 | | 5,540 | | 5,390 | | 4,300 | | | | | |
| TOTAL AUDIENCE (%) | 8.5 | | 7.1 | | 6.3 | | 7.6 | | 7.4 | | 5.9 | | | | | |
| Program | Batman/Tarzan Adventure II (OP) | | Secrets of Isis (OP) | | Fat Albert and the Cosby Kids (OP) | | Space Academy (OP) | | What's New, Mister Magoo? (OP) | | CBS Saturday Film Festival (OP) "FRIEND OR FOE" | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,030 | | 4,010 | | 3,650 | | 4,740 | | 4,080 | | 3,500 | | | | | |
| AVERAGE AUDIENCE (%) | 6.9 | | 5.5 | | 5.0 | | 6.5 | | 5.6 | | 4.8 | | | | | |
| SHARE OF AUDIENCE % | 30 | | 25 | | 25 | | 30 | | 25 | | 21 | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.0 | 6.8 | 5.4 | 5.7 | 5.0 | 5.1 | 6.4 | 6.6 | 5.2 | 6.0 | 5.0 | 4.7 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 4,160 | | 4,670 | | 2,840 | | 3,130 | | | | | | 4,230 | 11,660 | | |
| TOTAL AUDIENCE (%) | 5.7 | | 6.4 | | 3.9 | | 4.3 | | | | | | 5.8 | 16.0 | | |
| Program | Baggy Pants & the Nitwits | | Space Sentinels (1) | | Land of the Lost | | Thunder (1) | | | | | | (2) | ← NBC Major League Baseball → "LOS ANGELES VS. PITTSBURGH" & "MONTREAL VS. CINCINNATI" (2:15-5:00PM) | | |
| AVERAGE AUDIENCE (Households (000)) | 3,280 | | 3,860 | | 2,480 | | 2,410 | | | | | | 4,160 | 5,320 | | |
| AVERAGE AUDIENCE (%) | 4.5 | | 5.3 | | 3.4 | | 3.3 | | | | | | 5.7 | 7.3 | | 7.7* |
| SHARE OF AUDIENCE % | 19 | | 24 | | 16 | | 15 | | | | | | 24 | 27 | | 31 * |
| AVG. AUD. BY ¼ HR. % | 4.7 | 4.3 | 5.2 | 5.3 | 3.4 | 3.4 | 3.0 | 3.5 | | | | | 5.7 | 7.4 | 8.0 | 7.3 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 5,030 | | 5,180 | | 4,300 | | 5,470 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 6.9 | | 7.1 | | 5.9 | | 7.5 | | | | | | | | | |
| Program | Krofft Supershow 78-I | | Krofft Supershow 78-II (OP) | | ABC Weekend Specials "THE ESCAPE OF A ONE-TON PET" Pt. I | | ← American Bandstand '78 → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,010 | | 4,160 | | 3,500 | | 3,350 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 5.5 | | 5.7 | | 4.8 | | 4.6 | 4.2* | | 4.9* | | | | | | |
| SHARE OF AUDIENCE % | 24 | | 27 | | 22 | | 20 | 19 * | | 21 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.0 | 4.9 | 5.7 | 5.7 | 4.6 | 4.9 | 4.2 | 4.2 | 5.1 | 4.8 | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 7,440 | | 5,470 | | 6,560 | | 6,340 | | 5,250 | | 3,940 | | | | | |
| TOTAL AUDIENCE (%) | 10.2 | | 7.5 | | 9.0 | | 8.7 | | 7.2 | | 5.4 | | | | | |
| Program | Batman/Tarzan Adventure II (OP) | | Secrets of Isis (OP) | | Fat Albert and the Cosby Kids (OP) | | Space Academy (OP) | | What's New, Mister Magoo? (OP) | | CBS Saturday Film Festival (OP) "WAX WORKS" & "AIRBORNE" | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,050 | | 4,810 | | 5,390 | | 5,030 | | 4,230 | | 3,210 | | | | | |
| AVERAGE AUDIENCE (%) | 8.3 | | 6.6 | | 7.4 | | 6.9 | | 5.8 | | 4.4 | | | | | |
| SHARE OF AUDIENCE % | 36 | | 30 | | 33 | | 32 | | 25 | | 19 | | | | | |
| AVG. AUD. BY ¼ HR. % | 8.3 | 8.4 | 6.6 | 6.7 | 7.6 | 7.2 | 6.9 | 6.8 | 5.9 | 5.7 | 4.3 | 4.4 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 4,450 | | 4,450 | | 4,080 | | 2,990 | | | | | | 4,370 | 12,330 | | |
| TOTAL AUDIENCE (%) | 6.1 | | 6.1 | | 5.6 | | 4.1 | | | | | | 6.0 | 16.5 | | |
| Program | Baggy Pants & the Nitwits | | Space Sentinels (1) | | Land of the Lost | | Thunder (1) | | | | | | (2) | ← NBC Major League Baseball → "BOSTON VS. MINNESOTA" & "OAKLAND VS. DETROIT" (2:15-5:09PM) | | |
| AVERAGE AUDIENCE (Households (000)) | 3,570 | | 3,790 | | 3,280 | | 2,550 | | | | | | 4,160 | 5,760 | | |
| AVERAGE AUDIENCE (%) | 4.9 | | 5.2 | | 4.5 | | 3.5 | | | | | | 5.7 | 7.9 | | 7.3* |
| SHARE OF AUDIENCE % | 22 | | 24 | | 20 | | 16 | | | | | | 24 | 29 | | 29 * |
| AVG. AUD. BY ¼ HR. % | 4.6 | 5.2 | 5.1 | 5.3 | 4.6 | 4.5 | 3.4 | 3.7 | | | | | 5.7 | 6.2 | 7.1 | 7.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 23.2 | 22.7 | 22.2 | 21.3 | 19.8 | 20.7 | 21.6 | 22.1 | 22.0 | 23.0 | 23.0 | 22.9 | 24.3 | 26.0 | 26.2 | 26.5 |
| WK 2 | 23.1 | 23.2 | 22.2 | 22.3 | 22.5 | 22.2 | 21.2 | 21.7 | 22.9 | 23.7 | 22.7 | 23.4 | 24.6 | 26.0 | 26.4 | 26.8 |

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-30

(1) "NBC JR. HALL OF FAME", (SUS.).

(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM).

DAY SAT. MAY 13, 1978

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAY 6, 1978

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** – Program | Byron Nelson Golf (2:30-4:00PM) | | | | ABC Wide World of Sports (4:00-5:00PM)(6:05-6:49PM) | | | | Kentucky Derby (5:00-6:05PM)(1) | | | | ABC Wide World of Sports | | | (2) |
| TOTAL AUDIENCE (Households (000)) | | | | | 19,670 | | | | 17,420 | | | | | | | 3,210 |
| TOTAL AUDIENCE (%) | | | | | 21.5 | | | | 23.9 | | | | | | | [illegible] |
| AVERAGE AUDIENCE (Households (000)) | | | | | 5,760 | | | | 12,390 | | | | | | | 3,350 |
| AVERAGE AUDIENCE (%) | | 2.7* | | 3.3* | 7.9 | 4.7* | | 5.8* | 17.0 | 14.9* | | 19.0* | | 12.4* | | 4.6 |
| SHARE OF AUDIENCE % | | 11 * | | 12 * | 25 | 17 * | | 20 * | 48 | 44 * | | 52 * | | 34 * | | 12 |
| AVG. AUD. BY ¼ HR. % | 2.6 | 2.8 | 3.0 | 3.7 | 4.8 | 4.7 | 4.8 | 6.7 | 13.4 | 16.4 | 18.9 | 19.2 | 13.6 | 11.6 | 11.6 | [illegible] |
| **CBS TV** – Program | | | | | | | CBS Sports Spectacular | | | | | | | | CBS Saturday News with Bob Schieffer | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | 8,680 | | | | | | | | 7,800 | |
| TOTAL AUDIENCE (%) | | | | | | | 11.9 | | | | | | | | 10.7 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | 4,740 | | | | | | | | 6,630 | |
| AVERAGE AUDIENCE (%) | | | | | | | 6.5 | 6.1* | | 7.4* | | 5.9* | | | 9.1 | |
| SHARE OF AUDIENCE % | | | | | | | 19 | 20 * | | 22 * | | 16 * | | | 24 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 5.9 | 6.4 | 7.5 | 7.3 | 6.7 | 5.1 | | | 8.6 | 9.7 |
| **NBC TV** – Program | NBC Major League Baseball "LOS ANGELES VS. PITTSBURGH" & "MONTREAL VS. CINCINNATI" (2:15-5:00PM) | | | | | | | | | | | | | | NBC Nightly News-Sat. | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 5,320 | |
| TOTAL AUDIENCE (%) | | | | | | | | | | | | | | | 7.3 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 4,300 | |
| AVERAGE AUDIENCE (%) | | 7.3* | | 7.2* | | 7.2* | | 7.0* | | | | | | | 5.9 | |
| SHARE OF AUDIENCE % | | 29 * | | 26 * | | 26 * | | 24 * | | | | | | | 15 | |
| AVG. AUD. BY ¼ HR. % | 7.4 | 7.3 | 7.4 | 7.0 | 7.0 | 7.4 | 7.1 | 6.9 | | | | | | | 5.4 | 6.4 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** – Program | | | | | | | | | ABC Wide World of Sports | | | | | | ABC Saturday Evening News | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | [illegible] | | | | | | [illegible] | |
| TOTAL AUDIENCE (%) | | | | | | | | | 12.8 | | | | | | [illegible] | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | 5,180 | | | | | | 2,330 | |
| AVERAGE AUDIENCE (%) | | | | | | | | | 7.1 | 6.8* | | 7.5* | | 7.2* | 3.2 | |
| SHARE OF AUDIENCE % | | | | | | | | | 23 | 23 * | | 24 * | | 21 * | 9 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 6.4 | 7.2 | 7.7 | 7.2 | 7.4 | 6.9 | 3.2 | 3.1 |
| **CBS TV** – Program | | | | | Colonial Golf (4:00-5:03PM)(1) | | | | CBS Sports Spectacular | | | | | | CBS Saturday News with Bob Schieffer | |
| TOTAL AUDIENCE (Households (000)) | | | | | 4,740 | | | | 6,560 | | | | | | 7,510 | |
| TOTAL AUDIENCE (%) | | | | | 6.5 | | | | 9.0 | | | | | | 10.3 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 2,840 | | | | 4,450 | | | | | | 6,490 | |
| AVERAGE AUDIENCE (%) | | | | | 3.9 | 3.9* | | 3.8* | 6.1 | 5.5* | | 6.8* | | | 8.9 | |
| SHARE OF AUDIENCE % | | | | | 14 | 14 * | | 13 * | 20 | 19 * | | 22 * | | | 25 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.8 | 4.0 | 3.5 | 4.0 | 4.8 | 6.0 | 6.7 | 6.8 | | | 8.8 | 9.0 |
| **NBC TV** – Program | NBC Major League Baseball "BOSTON VS. MINNESOTA" & "OAKLAND VS. DETROIT" (2:15-5:09PM) | | | | | | | | | | | | | | NBC Nightly News-Sat. | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 5,470 | |
| TOTAL AUDIENCE (%) | | | | | | | | | | | | | | | 7.5 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 4,880 | |
| AVERAGE AUDIENCE (%) | | 7.4* | | 7.6* | | 8.5* | | 9.0* | | | | | | | 6.7 | |
| SHARE OF AUDIENCE % | | 27 * | | 29 * | | 31 * | | 31 * | | | | | | | 19 | |
| AVG. AUD. BY ¼ HR. % | 7.5 | 7.3 | 7.5 | 7.7 | 8.3 | 8.7 | 9.0 | 9.0 | 8.7 | | | | | | 6.7 | 6.8 |

## TV HOUSEHOLDS USING TV (See Def. 1)

| | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 26.5 | 27.9 | 28.7 | 29.1 | 29.1 | 29.1 | 29.7 | 31.3 | 33.9 | 35.8 | 37.4 | 37.9 | 37.6 | 37.2 | 37.5 | 39.6 |
| WK 2 | 27.2 | 27.3 | 27.2 | 27.8 | 28.1 | 29.5 | 25.8 | 30.3 | 29.7 | 30.3 | 30.8 | 31.1 | 32.7 | 34.6 | 36.0 | 36.4 |

U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "ABC SATURDAY EVENING NEWS", (6:49-7:00PM).

DAY SAT. MAY 13, 1978

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAY 7, 1978

## WEEK 1

| Network / Measure | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,140<br>2.8 | |
| ABC TV program | | | | | | | | | | | | | | | Jabberjaw (OP) | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,680<br>2.3 | |
| ABC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 15 | |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 2.2 | 2.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | 580<br>.8 | | 1,310<br>1.8 | | | | |
| CBS TV program | | | | | | | | | | Ghost Busters (OP) | | Wacko (OP) | Behold Wondrous Things (SUS.) | | Look Up And Live (SUS.) | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | 440<br>.6 | | 1,090<br>1.5 | | | | |
| CBS TV SHARE OF AUDIENCE % | | | | | | | | | | 5 | | 11 | | | | |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | << | .7 | 1.5 | 1.4 | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| NBC TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

## WEEK 2

| Network / Measure | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| ABC TV program | | | | | | | | | | | | | | | Jabberjaw (OP) | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,820<br>2.5 | |
| ABC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 14 | |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 2.2 | 2.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | 800<br>1.1 | | 950<br>1.3 | | | | |
| CBS TV program | | | | | | | | | | Ghost Busters (OP) | | Wacko (OP) | ← Hidden Heritage (SUS.) → | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | 510<br>.7 | | 730<br>1.0 | | | | |
| CBS TV SHARE OF AUDIENCE % | | | | | | | | | | 6 | | 7 | | | | |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | << | .9 | .9 | 1.0 | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| NBC TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 2.4 | 2.7 | 3.4 | 4.1 | 5.3 | 6.8 | 8.0 | 9.8 | 11.5 | 12.8 | 12.8 | 14.1 | 14.6 | 15.5 | 15.3 | 15.7 |
| WK 2 | 2.6 | 3.0 | 3.2 | 4.4 | 6.2 | 7.3 | 9.1 | 10.5 | 12.1 | 13.1 | 13.7 | 14.5 | 15.7 | 16.9 | 17.2 | 18.1 |

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36



DAY SUN. MAY 14, 1978

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAY 7, 1978

**WEEK 1**

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 3:00 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 2,110<br>2.9 | | 1,680<br>2.3 | | 2,480<br>3.4 | | | | | | | | | | | |
| ABC TV program | Great Grape Ape | | Animals, Animals, Animals(OP) | | Issues And Answers | | | | | | | | | | Directions | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,820<br>2.5 | | 1,390<br>1.9 | | 1,970<br>2.7 | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 14 | | 10 | | 13 | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 2.5 | 2.4 | 1.9 | 1.8 | 2.7 | 2.7 | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 2,330<br>3.2 | | | | | | 2,700<br>3.7 | | 9,840<br>13.5 | | | | | |
| CBS TV program | Camera Three (SUS.) | | Face the Nation | | | | | | Three on Three | | ← NBA Playoff Game → "PHILADELPHIA VS WASHINGTON" (1:30-3:45PM) | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,750<br>2.4 | | | | | | 2,110<br>2.9 | | 4,740<br>6.5 | 6.0* | | 6.4* | | 6.2* |
| SHARE OF AUDIENCE % | | | 12 | | | | | | 14 | | 24 | 25 * | | 25 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | | | 2.4 | 2.3 | | | | | 2.5 | 3.3 | 5.5 | 6.5 | 6.5 | 6.2 | 6.2 | 6.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 2,620<br>3.6 | | | | | | | | | |
| NBC TV program | | | | | | | Meet the Press | | ← Religious Series → (SUS.) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 2,110<br>2.9 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | 15 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 2.7 | 3.1 | | | | | | | | |

**WEEK 2**

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 3:00 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | [illegible] | | [illegible]<br>3.1 | | [illegible]<br>3.0 | | | | | | | | | | | |
| ABC TV program | Great Grape Ape | | Animals, Animals, Animals(OP) | | Issues And Answers | | Directions (SUS.) | | | | | | ← World Invitational Tennis → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,260<br>3.1 | | 1,900<br>2.6 | | 1,530<br>2.1 | | | | | | | | 1,680<br>2.3 | 2.0* | | 2.3* |
| SHARE OF AUDIENCE % | 16 | | 13 | | 10 | | | | | | | | 8 | 8 * | | 8 * |
| AVG. AUD. BY ¼ HR. % | 2.8 | 3.3 | 2.6 | 2.5 | 2.3 | 1.9 | | | | | | | 2.1 | 2.0 | 2.2 | 2.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 2,480<br>3.4 | | | | | | | | 3,940<br>5.4 | | 11,370<br>15.6 | | | |
| CBS TV program | Camera Three (SUS.) | | Face the Nation | | | | | | | | Three on Three | | ← NBA Playoff Game → "SEATTLE VS. DENVER" (2:00-4:11PM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,110<br>2.9 | | | | | | | | 2,770<br>3.8 | | 5,320<br>7.3 | 5.5* | | 6.8* |
| SHARE OF AUDIENCE % | | | 14 | | | | | | | | 17 | | 26 | 22 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | 2.7 | 3.0 | | | | | | | 3.6 | 4.1 | 5.4 | 5.6 | 6.3 | 7.4 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 2,920<br>4.0 | | | | | | | | | |
| NBC TV program | | | | | | | Meet the Press | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 2,040<br>2.8 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | 14 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 2.9 | 2.7 | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def 1) WK 1 | 16.7 | 18.0 | 18.8 | 19.0 | 19.1 | 19.9 | 21.0 | 21.7 | 21.2 | 23.4 | 25.0 | 26.7 | 27.2 | 27.8 | 28.0 | 29.2 |
| WK 2 | 18.8 | 19.2 | 18.8 | 19.8 | 20.2 | 20.9 | 20.9 | 20.4 | 21.2 | 21.5 | 22.6 | 24.0 | 25.6 | 26.6 | 27.6 | 28.4 |

U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36



DAY SUN. MAY 14, 1978

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAY 7, 1978

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 7,220<br>9.9 | | | | | | | | 9,550<br>13.1 | | | | | | | |
| ABC TV program | Byron Nelson Golf (3:00-5:00PM) | | | | | | | | ABC Wide World of Sports | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,720<br>5.1 | 4.4* | | 4.7* | | 5.3* | | 6.2* | 5,540<br>7.6 | 6.6* | | 8.7* | | | | |
| SHARE OF AUDIENCE % | 16 | 15 * | | 16 * | | 17 * | | 18 * | 22 | 20 * | | 25 * | | | | |
| AVG. AUD. BY ¼ HR % | 4.3 | 4.4 | 4.4 | 5.0 | 5.3 | 5.3 | 6.2 | 6.2 | 5.8 | 7.3 | 8.7 | 8.7 | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | 10,860<br>14.9 | | | | | | | | | | | 8,[illegible]30<br>11.8 | |
| CBS TV program | NBA Playoff Game "PHILADELPHIA VS. WASHINGTON" (1:30-3:45PM) | | | NBA Playoff Game-2 "SEATTLE VS. DENVER" (3:45-6:04PM) | | | | | | | | | | | CBS Evening News | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.1* | | 5,030<br>6.9 | | 6.3* | | 6.8* | | 7.2* | | 7.4* | | | 7,000<br>9.6 | |
| SHARE OF AUDIENCE % | | 25 * | | 21 | | 20 * | | 20 * | | 22 * | | 22 * | | | 21 | |
| AVG. AUD BY ¼ HR % | 7.1 | 7.0 | 6.8 | 5.8 | 6.1 | 6.4 | 6.8 | 6.8 | 7.1 | 7.2 | 6.8 | 7.9 | 9.8 | | 9.5 | 9.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 7,730<br>10.6 | | | | | | | | | | 5,610<br>7.7 | |
| NBC TV program | | | | | Sportsworld | | | | | | | | | | NBC Nightly News-Sun. | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 4,370<br>6.0 | 5.1* | | 6.8* | | 6.1* | | | | | 4,670<br>6.4 | |
| SHARE OF AUDIENCE % | | | | | 18 | 16 * | | 20 * | | 19 * | | | | | 15 | |
| AVG. AUD. BY ¼ HR % | | | | | 5.9 | 5.7 | 6.6 | 7.1 | 6.5 | 5.7 | | | | | 6.0 | 6.8 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | [illegible]<br>8.2 | | | | [illegible]<br>16.7 | | | | | | | | | |
| ABC TV program | World Invitational Tennis | | American Sportsman | | | | ABC Wide World of Sports | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2.7* | 3,280<br>4.5 | 3.4* | | 5.5* | 6,560<br>9.0 | 7.9* | | 9.2* | | 10.0* | | | | |
| SHARE OF AUDIENCE % | | 9 * | 15 | 11 * | | 18 * | 28 | 25 * | | 28 * | | 30 * | | | | |
| AVG. AUD. BY ¼ HR % | 2.6 | 2.8 | 3.1 | 3.7 | 5.1 | 6.0 | 7.7 | 8.1 | 9.0 | 9.4 | 10.0 | 10.0 | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 7,730<br>10.6 | | | | | | | | | | 6,780<br>9.3 | |
| CBS TV program | NBA Playoff Game "SEATTLE VS. DENVER" (2:00-4:11PM)(1) | | | | | Colonial Golf (4:11-6:00PM) | | | | | | | | | CBS Evening News | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.9* | | 8.2* | 4,230<br>5.8 | | | 5.3* | | 5.6* | | 6.4* | | | 5,540<br>7.6 | |
| SHARE OF AUDIENCE % | | 27 * | | 28 * | 18 | | | 17 * | | 17 * | | 20 * | | | [illegible] | |
| AVG. AUD BY ¼ HR % | 8.0 | 7.7 | 8.0 | 8.4 | 6.5 | 5.6 | 5.2 | 5.4 | 5.6 | 5.6 | 6.3 | 6.5 | | | 7.1 | 8.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 7,440<br>10.2 | | | | | | | | | | 4,520<br>6.2 | |
| NBC TV program | | | | | Sportsworld | | | | | | | | | | NBC Nightly News-Sun. | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 4,010<br>5.5 | 5.6* | | 6.0* | | 4.8* | | | | | 3,940<br>5.4 | |
| SHARE OF AUDIENCE % | | | | | 18 | 19 * | | 19 * | | 15 * | | | | | 14 | |
| AVG. AUD. BY ¼ HR. % | | | | | 5.1 | 6.1 | 6.5 | 5.6 | 4.9 | 4.8 | | | | | 5.3 | 5.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK 1 | 29.2 | 29.5 | 29.9 | 30.7 | 31.1 | 33.3 | 34.7 | 34.5 | 33.4 | 33.7 | 34.6 | 36.7 | 40.6 | 43.0 | 44.5 | 46.8 |
| WK 2 | 29.5 | 29.7 | 29.5 | 30.0 | 30.7 | 30.6 | 31.6 | 32.6 | 32.0 | 33.2 | 33.0 | 34.1 | 35.8 | 36.6 | 38.0 | 39.6 |

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SUN. MAY 14, 1978

| DAY / NETWORK / TIME (N.Y.T.) / PROGRAM | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY 1/4 HR % | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY 1/4 HR % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EVENING MONDAY** | | | | | | | | | | | | | |
| ABC 8.30-11.17PM ABC MONDAY NIGHT BASEBALL | 11.00 | FOR RTGS SEE PAGE A-2 | | | | | 11.5 | | | | | | |
| | 11.15 | | | | | | 9.5 | | | | | | |
| ABC 11.48-12.53AM POLICE STORY-MON 11.30-12.36AM | 11.30 | | | | | | | 7,070 | 9.7 | 4,590 | 6.3 | 25 | 6.5 |
| | 11.45 | 4,880 | 6.7 | 3,570 | 4.9 | 22 | 5.5 | | | | 6.5* | 22* | 6.5 |
| | 12.00 | | | | | | 5.4 | | | | | | 6.5 |
| | 12.15 | | | | 5.1* | 22* | 4.9 | | | | 6.3* | 28* | 6.1 |
| | 12.30 | | | | | | 4.5 | | | | | | 5.5 |
| | 12.45 | | | | 4.4* | 23* | 4.2 | | | | | | |
| **EVENING TUESDAY** | | | | | | | | | | | | | |
| ABC 11.30-12.35AM LAS VEGAS SHOWGIRL PAGNT(S) | 11.30 | | | | | | | 6,850 | 9.4 | 4,520 | 6.2 | 23 | 7.0 |
| | 11.45 | | | | | | | | | | 6.8* | 23* | 6.6 |
| | 12.00 | | | | | | | | | | | | 6.1 |
| | 12.15 | | | | | | | | | | 5.9* | 24* | 5.6 |
| | 12.30 | | | | | | | | | | | | 4.9 |
| ABC 11.30- 1.06AM TUESDAY MOVIE OF THE WEEK | 11.30 | 5,980 | 8.2 | 3,570 | 4.9 | 22 | 6.2 | | | | | | |
| | 11.45 | | | | 5.8* | 20* | 5.4 | | | | | | |
| | 12.00 | | | | | | 5.3 | | | | | | |
| | 12.15 | | | | 5.2* | 24* | 5.1 | | | | | | |
| | 12.30 | | | | | | 4.2 | | | | | | |
| | 12.45 | | | | 4.0* | 24* | 3.7 | | | | | | |
| | 1.00 | | | | | | 3.8 | | | | | | |
| **EVENING WEDNESDAY** | | | | | | | | | | | | | |
| ABC 11.30-12.33AM POLICE STORY-WED 11.30-12.35AM | 11.30 | 5,760 | 7.9 | 4,160 | 5.7 | 23 | 6.5 | 6,050 | 8.3 | 4,080 | 5.6 | 22 | 7.3 |
| | 11.45 | | | | 6.2* | 22* | 5.8 | | | | 6.8* | 24* | 6.3 |
| | 12.00 | | | | | | 5.6 | | | | | | 5.2 |
| | 12.15 | | | | 5.4* | 25* | 5.3 | | | | 4.7* | 21* | 4.3 |
| | 12.30 | | | | | | 4.2 | | | | | | 3.8 |
| ABC 12.33- 1.36AM WED. MYSTERY OF THE WEEK 12.35- 1.34AM | 12.30 | 2,260 | 3.1 | 1,750 | 2.4 | 19 | 2.6 | 2,920 | 4.0 | 2,040 | 2.8 | 20 | 3.2 |
| | 12.45 | | | | 2.4* | 17* | 2.3 | | | | 3.0* | 19* | 2.9 |
| | 1.00 | | | | | | 2.5 | | | | | | 2.8 |
| | 1.15 | | | | 2.4* | 21* | 2.3 | | | | 2.6* | 20* | 2.5 |
| | 1.30 | | | | | | 2.3 | | | | | | 2.8 |
| **EVENING THURSDAY** | | | | | | | | | | | | | |
| ABC 11.30-12.35AM STARSKY AND HUTCH-11:30 11.30-12.36AM | 11.30 | 6,630 | 9.1 | 4,960 | 6.8 | 27 | 7.3 | 6,780 | 9.3 | 4,810 | 6.6 | 26 | 7.1 |
| | 11.45 | | | | 7.0* | 24* | 6.7 | | | | 6.8* | 23* | 6.5 |
| | 12.00 | | | | | | 6.6 | | | | | | 6.5 |
| | 12.15 | | | | 6.7* | 30* | 6.7 | | | | 6.5* | 29* | 6.5 |
| | 12.30 | | | | | | 5.9 | | | | | | 5.7 |
| ABC 12.35- 1.12AM TOMA 12.36- 1.18AM | 12.30 | 3,790 | 5.2 | 3,280 | 4.5 | 27 | 5.0 | 4,230 | 5.8 | 3,130 | 4.3 | 28 | 4.9 |
| | 12.45 | | | | 4.7* | 27* | 4.4 | | | | 4.7* | 28* | 4.6 |
| | 1.00 | | | | | | 4.0 | | | | | | 3.9 |
| | 1.15 | | | | | | | | | | | | 3.6 |



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY / NETWORK / TIME (N.Y.T.) PROGRAM | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY 1/4 HR % | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY 1/4 HR % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING FRIDAY | | | | | | | | | | | | | |
| ABC 11.30-12.36AM BARETTA-11:30PM | 11.30 | | | | | | | 6,710 | 9.2 | 4,880 | 6.7 | 22 | 6.9 |
| | 11.45 | | | | | | | | | | 7.0* | 21* | 7.2 |
| | 12.00 | | | | | | | | | | | | 7.0 |
| | 12.15 | | | | | | | | | | 6.6* | 24* | 6.1 |
| | 12.30 | | | | | | | | | | | | 5.3 |
| ABC 11.30-12.26AM KENTUCKY DERBY SPECIAL(S) | 11.30 | 6,490 | 8.9 | 4,300 | 5.9 | 18 | 7.3 | | | | | | |
| | 11.45 | | | | 6.6* | 19* | 5.9 | | | | | | |
| | 12.00 | | | | | | 5.3 | | | | | | |
| | 12.15 | | | | 5.2* | 18* | 5.0 | | | | | | |
| CBS 11.30- 1.52AM NBA PLAYOFF GAME-FRI.(S) | 11.30 | 8,890 | 12.2 | 4,230 | 5.8 | 23 | 8.5 | | | | | | |
| | 11.45 | | | | 8.2* | 24* | 7.9 | | | | | | |
| | 12.00 | | | | | | 7.2 | | | | | | |
| | 12.15 | | | | 7.0* | 24* | 6.8 | | | | | | |
| | 12.30 | | | | | | 6.0 | | | | | | |
| | 12.45 | | | | 5.5* | 23* | 5.0 | | | | | | |
| | 1.00 | | | | | | 4.5 | | | | | | |
| | 1.15 | | | | 4.3* | 23* | 4.0 | | | | | | |
| | 1.30 | | | | | | 3.7 | | | | | | |
| | 1.45 | | | | 3.7* | 25* | 3.6 | | | | | | |
| CBS 11.30- 1.26AM NBA PLAYOFF GAME-FRI.(S) | 11.30 | | | | | | | 9,330 | 12.8 | 4,590 | 6.3 | 24 | 8.7 |
| | 11.45 | | | | | | | | | | 8.0* | 24* | 7.3 |
| | 12.00 | | | | | | | | | | | | 5.9 |
| | 12.15 | | | | | | | | | | 5.9* | 21* | 5.8 |
| | 12.30 | | | | | | | | | | | | 5.8 |
| | 12.45 | | | | | | | | | | 5.8* | 26* | 5.8 |
| | 1.00 | | | | | | | | | | | | 5.7 |
| | 1.15 | | | | | | | | | | 5.6* | 31* | 5.4 |
| NBC 1.00- 2.30AM MIDNIGHT SPECIAL | 1.00 | 5,470 | 7.5 | 2,990 | 4.1 | 29 | 5.9 | 4,740 | 6.5 | 2,330 | 3.2 | 24 | 4.8 |
| | 1.15 | | | | 5.3* | 28* | 4.7 | | | | 4.3* | 24* | 3.8 |
| | 1.30 | | | | | | 4.0 | | | | | | 3.2 |
| | 1.45 | | | | 3.8* | 27* | 3.6 | | | | 3.0* | 22* | 2.8 |
| | 2.00 | | | | | | 3.3 | | | | | | 2.3 |
| | 2.15 | | | | 3.2* | 33* | 3.0 | | | | 2.2* | 23* | 2.1 |
| EVENING SATURDAY | | | | | | | | | | | | | |
| ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT. | 9.45 | 16,330 | 22.4 | 16,330 | 22.4 | 38 | 22.4 | 14,290 | 19.6 | 14,290 | 19.6 | 36 | 19.6 |
| ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY | 11.00 | 7,220 | 9.9 | 6,930 | 9.5 | 19 | 9.5 | 5,390 | 7.4 | 5,100 | 7.0 | 15 | 7.0 |
| CBS 8.58- 8.59PM NEWSBREAK-SAT. | 8.45 | 7,580 | 10.4 | 7,580 | 10.4 | 20 | 10.4 | 6,340 | 8.7 | 6,340 | 8.7 | 18 | 8.7 |
| NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT. | 8.45 | 9,700 | 13.3 | 9,700 | 13.3 | 26 | 13.3 | 10,350 | 14.2 | 10,350 | 14.2 | 29 | 14.2 |
| NBC 9.00-11.09PM NBC SATURDAY NIGHT MOVIES | 11.00 | FOR RTGS SEE PAGE A-12 | | | | | 15.8 | | | | | | |
| NBC 11.30-12.50AM SATURDAY NIGHT | 11.30 | | | | | | | 12,170 | 16.7 | 8,530 | 11.7 | 36 | 12.2 |
| | 11.45 | | | | | | | | | | 12.3* | 34* | 12.4 |
| | 12.00 | | | | | | | | | | | | 12.5 |
| | 12.15 | | | | | | | | | | 12.0* | 38* | 11.5 |
| | 12.30 | | | | | | | | | | | | 10.6 |
| | 12.45 | | | | | | | | | | 10.3* | 38* | 9.5 |
| NBC 11.39- 1.09AM WEEKEND(S) CONT'D | 11.30 | 7,650 | 10.5 | 4,080 | 5.6 | 19 | 8.0 | | | | | | |



U S TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY / NETWORK / TIME (N.Y.T.) / PROGRAM | | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY 1/4 HR % | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY 1/4 HR % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SATURDAY CONT'D | | | | | | | | | | | | | | |
| NBC 11.39- 1.09AM WEEKEND(S)-CONT'D | | 11.45 | | | | 7.2* | 21* | 6.9 | | | | | | |
| | | 12.00 | | | | | | 6.2 | | | | | | |
| | | 12.15 | | | | 5.9* | 19* | 5.5 | | | | | | |
| | | 12.30 | | | | | | 4.8 | | | | | | |
| | | 12.45 | | | | 4.7* | 18* | 4.7 | | | | | | |
| | | 1.00 | | | | | | 3.6 | | | | | | |
| EVENING SUNDAY | | | | | | | | | | | | | | |
| ABC 7.58- 7.59PM ABC MINUTE MAGAZINE | | 7.45 | 11,740 | 16.1 | 11,740 | 16.1 | 28 | 16.1 | 8,310 | 11.4 | 8,310 | 11.4 | 23 | 11.4 |
| ABC 8.57- 8.58PM ABC NEWSBRIEF-SUN. 8.58- 8.59PM | | 8.45 | 9,990 | 13.7 | 9,990 | 13.7 | 21 | 13.7 | 8,970 | 12.3 | 8,970 | 12.3 | 21 | 12.3 |
| CBS 8.58- 8.59PM NEWSBREAK-SUN. | | 8.45 | 15,450 | 21.2 | 15,450 | 21.2 | 33 | 21.2 | | | | | | |
| 9.35- 9.36PM | | 9.30 | | | | | | | 12,390 | 17.0 | 12,390 | 17.0 | 27 | 17.0 |
| NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN. | | 8.45 | 12,030 | 16.5 | 12,030 | 16.5 | 26 | 16.5 | 12,680 | 17.4 | 12,680 | 17.4 | 29 | 17.4 |
| NBC 11.30- 1.35AM NBC LATE NIGHT MOVIE | | 12.45 | FOR RTGS SEE PAGE A-16 | | | 3.7* | 20* | 3.5 | FOR RTGS SEE PAGE A-17 | | | 3.8* | 21* | 3.8 |
| 11.30- 1.21AM | | 1.00 | | | | | | 3.4 | | | | | | 3.6 |
| | | 1.15 | | | | 3.3* | 23* | 3.2 | | | | 3.6* | 26* | 3.5 |
| | | 1.30 | | | | | | 2.9 | | | | | | |

| DAY / NETWORK / TIME (N.Y.T.) / PROGRAM | | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY 1/4 HR % | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY 1/4 HR % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *EVENING MONDAY-FRIDAY* | | | | | | | | | | | | | | |
| ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F | M-F | 8.15 | 11,960 | 16.4 | 11,960 | 16.4 | 27 | 8.9 | | | | | | |
| | | 8.45 | | | | | | 17.5 | 12,760 | 17.5 | 12,760 | 17.5 | 29 | 16.1 |
| | | 9.45 | | | | | | 18.5 | | | | | | 18.5 |
| CBS 8.58- 8.59PM NEWSBREAK-M-F | M-F | 8.45 | 10,060 | 13.8 | 10,060 | 13.8 | 24 | 13.6 | 9,910 | 13.6 | 9,840 | 13.5 | 23 | 12.5 |
| | | 9.15 | | | | | | | | | | | | 17.6 |
| CBS 1.12- 2.12AM LATE MOVIE II | TU-TH | 12.00 | 3,940 | 5.4 | 3,280 | 4.5 | 31 | 6.3 | 3,860 | 5.3 | 2,920 | 4.0 | 25 | 4.6 |
| 1.14- 2.14AM | | 12.15 | | | | 5.8* | 27* | 5.5 | | | | 4.3* | 20* | 4.1 |
| | | 12.30 | | | | | | 5.1 | | | | | | 4.1 |
| | | 12.45 | | | | 4.9* | 31* | 4.7 | | | | 3.8* | 23* | 3.7 |
| | | 1.00 | | | | | | 4.1 | | | | | | 3.9 |
| | | 1.15 | | | | 4.2* | 38* | 3.7 | | | | 3.9* | 30* | 4.3 |
| | | 1.30 | | | | | | 3.4 | | | | | | 4.1 |
| NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F | M-F | 8.45 | 7,870 | 10.8 | 7,870 | 10.8 | 18 | 10.8 | 9,480 | 13.0 | 9,480 | 13.0 | 22 | 13.0 |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | |
| ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S) | WED. | 4.30 | 6,050 | 8.3 | 4,080 | 5.6 | 18 | 5.3 | | | | | | |
| | | 4.45 | | | | 5.3* | 18* | 5.2 | | | | | | |
| | | 5.00 | | | | | | 5.9 | | | | | | |
| | | 5.15 | | | | 6.0* | 18* | 6.2 | | | | | | |
| CBS 10.00-11.00AM MAGAZINE(S) | THU. | 10.00 | 4,960 | 6.8 | 3,060 | 4.2 | 23 | 3.9 | | | | | | |
| | | 10.15 | | | | 3.9* | 22* | 4.0 | | | | | | |
| | | 10.30 | | | | | | 4.5 | | | | | | |
| | | 10.45 | | | | 4.4* | 24* | 4.2 | | | | | | |
| CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS | M-F | 11.45 | 4,080 | 5.6 | 3,720 | 5.1 | 24 | 5.1 | 3,860 | 5.3 | 3,500 | 4.8 | 24 | 4.8 |
| CBS 4.00- 4.30PM RAZZMATAZZ(S) CONT'D | THU. | 4.00 | | | | | | | 3,500 | 4.8 | 2,840 | 3.9 | 15 | 4.1 |

 U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY / NETWORK / TIME (N.Y.T.) PROGRAM | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY 1/4 HR % | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY 1/4 HR % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY CONT'D | | | | | | | | | | | | | |
| CBS 4.00- 4.30PM RAZZMATAZZ(S)-CONT'D | 4.15 | | | | | | | | | | | | 3.7 |
| DAY SATURDAY | | | | | | | | | | | | | |
| ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM | 8.45 | 4,370 | 6.0 | 3,860 | 5.3 | 33 | 5.3 | 4,590 | 6.3 | 4,010 | 5.5 | 35 | 5.5 |
| ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM | 9.45 | 5,320 | 7.3 | 4,880 | 6.7 | 30 | 6.7 | 4,370 | 6.0 | 4,160 | 5.7 | 26 | 5.7 |
| ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM | 10.45 | 5,690 | 7.8 | 5,030 | 6.9 | 27 | 6.9 | 4,880 | 6.7 | 4,160 | 5.7 | 24 | 5.7 |
| ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM | 11.45 | 4,450 | 6.1 | 4,010 | 5.5 | 26 | 5.5 | 4,300 | 5.9 | 4,080 | 5.6 | 26 | 5.6 |
| ABC 4.00- 6.49PM ABC WIDE WORLD-SPORTS SAT | 6.45 | FOR RTGS SEE PAGE A-28 | | | | | 10.4 | | | | | | |
| ABC 5.00- 6.06PM KENTUCKY DERBY(S) | 6.00 | FOR RTGS SEE PAGE A-28 | | | | | 17.8 | | | | | | |
| CBS 8.26- 8.29AM IN THE NEWS- 8.26AM | 8.15 | 2,770 | 3.8 | 2,620 | 3.6 | 26 | 3.6 | 1,680 | 2.3 | 1,460 | 2.0 | 16 | 2.0 |
| CBS 8.56- 8.59AM IN THE NEWS- 8.56AM | 8.45 | 3,720 | 5.1 | 3,430 | 4.7 | 26 | 4.7 | 3,060 | 4.2 | 2,840 | 3.9 | 23 | 3.9 |
| CBS 9.56- 9.59AM IN THE NEWS- 9.56AM | 9.45 | 7,000 | 9.6 | 6,850 | 9.4 | 40 | 9.4 | 6,780 | 9.3 | 6,420 | 8.8 | 39 | 8.8 |
| CBS 10.26-10.29AM IN THE NEWS-10.26AM | 10.15 | 7,360 | 10.1 | 6,630 | 9.1 | 37 | 9.1 | 7,140 | 9.8 | 6,270 | 8.6 | 37 | 8.6 |
| CBS 10.56-10.59AM IN THE NEWS-10.56AM | 10.45 | 5,320 | 7.3 | 5,030 | 6.9 | 29 | 6.9 | 5,540 | 7.6 | 5,250 | 7.2 | 31 | 7.2 |
| CBS 11.26-11.29AM IN THE NEWS-11.26AM | 11.15 | 4,810 | 6.6 | 4,370 | 6.0 | 26 | 6.0 | 6,340 | 8.7 | 5,690 | 7.8 | 34 | 7.8 |

| DAY / NETWORK / TIME (N.Y.T.) PROGRAM | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY 1/4 HR % | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY 1/4 HR % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CBS 11.56-11.59AM IN THE NEWS-11.56AM | 11.45 | 4,520 | 6.2 | 4,160 | 5.7 | 27 | 5.7 | 5,030 | 6.9 | 4,880 | 6.7 | 30 | 6.7 |
| CBS 12.26-12.29PM IN THE NEWS-12.26PM | 12.15 | 3,940 | 5.4 | 3,570 | 4.9 | 24 | 4.9 | 5,030 | 6.9 | 4,740 | 6.5 | 29 | 6.5 |
| CBS 12.56-12.59PM IN THE NEWS-12.56PM | 12.45 | 5,100 | 7.0 | 4,520 | 6.2 | 28 | 6.2 | 5,100 | 7.0 | 4,740 | 6.5 | 30 | 6.5 |
| CBS 1.26- 1.29PM IN THE NEWS- 1.26PM | 1.15 | 4,740 | 6.5 | 4,370 | 6.0 | 26 | 6.0 | 4,230 | 5.8 | 3,940 | 5.4 | 23 | 5.4 |
| CBS 1.56- 1.59PM IN THE NEWS- 1.56PM | 1.45 | 3,500 | 4.8 | 3,280 | 4.5 | 20 | 4.5 | 3,350 | 4.6 | 3,130 | 4.3 | 18 | 4.3 |
| CBS 4.00- 5.03PM COLONIAL GOLF-SAT.(S) | 5.00 | | | | | | | FOR RTGS SEE PAGE A-29 | | | | | 4.8 |
| DAY SUNDAY | | | | | | | | | | | | | |
| ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM | 10.45 | 2,110 | 2.9 | 1,970 | 2.7 | 17 | 2.7 | 2,110 | 2.9 | 1,970 | 2.7 | 15 | 2.7 |
| ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM | 11.45 | 1,530 | 2.1 | 1,390 | 1.9 | 10 | 1.9 | 2,260 | 3.1 | 1,970 | 2.7 | 14 | 2.7 |
| CBS 9.26- 9.29AM IN THE NEWS- 9.26AM | 9.15 | 580 | .8 | 510 | .7 | 6 | .7 | 730 | 1.0 | 660 | .9 | 7 | .9 |
| CBS 9.56- 9.59AM IN THE NEWS- 9.56AM | 9.45 | 950 | 1.3 | 950 | 1.3 | 9 | 1.3 | 800 | 1.1 | 660 | .9 | 6 | .9 |
| CBS 2.00- 4.11PM NBA PLAYOFF GAME-SUN. | 4.00 | | | | | | | FOR RTGS SEE PAGE A-33 | | | | | 9.0 |